NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	FAMILY TIES#	36.1	31,550
2	BILL COSBY SHOW	34.7	30,330
3	ROOMIES SPECIAL(S)	28.9	25,260
4	CHEERS	26.1	22,810
5	MURDER, SHE WROTE	25.5	22,290
6	GROWING PAINS	23.8	20,800
7	GOLDEN GIRLS	23.7	20,710
8	WHO'S THE BOSS?	22.8	19,930
9	60 MINUTES	22.6	19,750
10	NBC MONDAY NIGHT MOVIES	21.0	18,350
11	MOONLIGHTING	20.8	18,180
12	DESIGNING WOMEN#	19.3	16,870
12	FAMILY TIES SPECIAL(S)	19.3	16,870
14	DALLAS	19.2	16,780
14	MAGIC-DAVID COPPERFIELD(S)	19.2	16,780
16	MATLOCK	18.8	16,430
16	NEWHART	18.8	16,430
18	PEOPLE'S CHOICE AWARDS(S)	18.7	16,340
19	CBS SUNDAY MOVIE#	18.6	16,260

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	26.9	61,090
2	FAMILY TIES#	26.6	60,510
3	ROOMIES SPECIAL(S)	22.2	50,470
4	GROWING PAINS	19.0	43,220
5	WHO'S THE BOSS?	18.3	41,590
6	CHEERS	17.0	38,490
7	GOLDEN GIRLS	16.9	38,470
8	MURDER, SHE WROTE	15.2	34,580
9	MAGIC-DAVID COPPERFIELD(S)	14.2	32,230
10	60 MINUTES	13.9	31,660
11	NBC MONDAY NIGHT MOVIES	13.9	31,490
12	MOONLIGHTING	13.7	31,200
13	ALF#	13.5	30,550
14	FAMILY TIES SPECIAL(S)	13.3	30,310
15	AMEN	12.7	28,890
16	RAGS TO RICHES	12.7	28,750
17	227	12.6	28,610
18	NIGHT COURT#	12.2	27,800

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	FAMILY TIES#	32.2	29,220
2	BILL COSBY SHOW	31.8	28,890
3	ROOMIES SPECIAL(S)	25.8	23,430
4	GOLDEN GIRLS	22.4	20,330
5	MURDER, SHE WROTE	21.9	19,850
6	CHEERS	21.3	19,370
7	GROWING PAINS	20.2	18,350
8	WHO'S THE BOSS?	19.6	17,820
9	NBC MONDAY NIGHT MOVIES	17.9	16,260
10	MOONLIGHTING	17.6	15,950
11	60 MINUTES	17.4	15,790
12	MAGIC-DAVID COPPERFIELD(S)	16.9	15,310
13	AMEN	16.7	15,170
14	DALLAS	16.4	14,860
15	CBS SUNDAY MOVIE#	16.2	14,680
16	FAMILY TIES SPECIAL(S)	16.1	14,620
17	FALCON CREST#	16.0	14,550
18	227	15.5	14,060

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	FAMILY TIES#	22.4	18,330
2	BILL COSBY SHOW	20.6	16,910
3	60 MINUTES	16.9	13,830
4	ROOMIES SPECIAL(S)	16.1	13,190
5	MURDER, SHE WROTE	15.6	12,760
6	CHEERS	15.3	12,520
7	GROWING PAINS	13.6	11,120
8	GOLDEN GIRLS	13.1	10,760
9	WHO'S THE BOSS?	13.0	10,680
10	FAMILY TIES SPECIAL(S)	12.9	10,560
11	ABC SUNDAY NIGHT MOVIE	12.9	10,540
12	MAGIC-DAVID COPPERFIELD(S)	12.5	10,280
13	NBC MONDAY NIGHT MOVIES	12.3	10,070
14	MIAMI VICE	11.6	9,540
15	MATLOCK	11.4	9,350
16	NIGHT COURT#	11.4	9,340
17	MOONLIGHTING	11.2	9,200
18	PEOPLE'S CHOICE AWARDS(S)	11.2	9,170
19	CBS NCAA BSKBL CHMP-SPC-2(S)	11.1	9,110
20	NEWHART	10.8	8,820

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 22, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	FAMILY TIES#	34.8	19,980
2	BILL COSBY SHOW	32.7	18,770
3	ROOMIES SPECIAL(S)	27.9	16,000
4	GROWING PAINS	24.4	14,000
5	WHO'S THE BOSS?	22.7	13,000
6	CHEERS	22.6	12,970
7	MOONLIGHTING	21.6	12,390
8	GOLDEN GIRLS	18.8	10,780
9	NBC MONDAY NIGHT MOVIES	17.4	9,960
10	NIGHT COURT#	15.9	9,100
11	KNOTS LANDING#	15.5	8,890
12	ALF#	15.4	8,850
13	NBC SUNDAY NIGHT MOVIE	15.0	8,610
14	MURDER, SHE WROTE	14.6	8,370
15	MAGIC-DAVID COPPERFIELD(S)	14.3	8,180
16	NEWHART	14.0	8,010
17	AMEN	13.9	7,990

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MURDER, SHE WROTE	37.0	10,310
2	BILL COSBY SHOW	30.9	8,630
3	GOLDEN GIRLS	30.5	8,520
4	60 MINUTES	30.0	8,380
5	FAMILY TIES#	26.7	7,450
6	MATLOCK	23.9	6,670
7	PEOPLE'S CHOICE AWARDS(S)	23.8	6,640
8	MAGIC-DAVID COPPERFIELD(S)	22.9	6,380
9	DALLAS	22.8	6,370
10	AMEN	22.5	6,270
10	227	22.5	6,270
12	ROOMIES SPECIAL(S)	21.8	6,080
13	FALCON CREST#	21.7	6,060
14	CBS SUNDAY MOVIE#	21.6	6,020
15	FACTS OF LIFE	19.1	5,340
16	FAMILY TIES SPECIAL(S)	18.8	5,250
17	NBC MONDAY NIGHT MOVIES	18.3	5,090
18	CHEERS	18.2	5,070
19	MAGNUM, P.I.#	17.7	4,930

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	FAMILY TIES#	24.8	13,820
2	BILL COSBY SHOW	19.8	11,070
3	CHEERS	16.9	9,440
4	GROWING PAINS	16.1	8,980
5	ROOMIES SPECIAL(S)	15.4	8,580
6	WHO'S THE BOSS?	14.5	8,110
7	MOONLIGHTING	13.6	7,590
8	ABC SUNDAY NIGHT MOVIE	12.7	7,080
9	FAMILY TIES SPECIAL(S)	12.0	6,720
10	MIAMI VICE	11.9	6,650
11	60 MINUTES	11.8	6,600
12	NBC MONDAY NIGHT MOVIES	11.8	6,590
13	NIGHT COURT#	11.7	6,540
14	ALF#	11.5	6,440
15	L.A. LAW#	11.1	6,200
16	MAGIC-DAVID COPPERFIELD(S)	10.9	6,070
17	SLEDGE HAMMER#	10.6	5,890
18	GOLDEN GIRLS	10.5	5,870

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	MURDER, SHE WROTE	29.2	6,130
2	60 MINUTES	28.9	6,070
3	BILL COSBY SHOW	23.1	4,850
4	MATLOCK	22.2	4,670
5	GOLDEN GIRLS	20.3	4,270
6	MAGIC-DAVID COPPERFIELD(S)	18.2	3,820
6	ROOMIES SPECIAL(S)	18.2	3,820
8	DALLAS	17.5	3,680
9	PEOPLE'S CHOICE AWARDS(S)	17.3	3,630
10	FAMILY TIES#	17.1	3,600
11	MIKE HAMMER#	16.8	3,520
12	NBC NIGHTLY NEWS	16.6	3,480
13	AMEN	16.5	3,460
14	227	16.1	3,390
15	FAMILY TIES SPECIAL(S)	15.4	3,240
16	NBC NIGHTLY NEWS-SAT.	14.8	3,110
17	CBS EVENING NEWS-RATHER	14.7	3,090
18	MAGNUM, P.I.#	14.2	2,990
19	HOUSTON KNIGHTS	14.1	2,960
19	HUNTER	14.1	2,960

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC BUSINESS BRIEF-MON	5		177	A	10.9	16	953	1417	538	157^	643	187^	276^	290^	309	302	527	134^	285^	291^	276^	192^	94^	19v	153^	123^
2 MON. 8.58P 1 ABC N			90	B	12.8	18	1119	1832	737	342	819	285	503	473	381	275	672	212	383	354	336	249	138	65	203	137
ABC BUSINESS BRIEF-WED	20	153	181	A	12.5	19	1093	1747	671	283	758	258	479	416	325	260	563	229	373	300	233	166	140	74^	286	162
WED. 8.58P 1 ABC N		84	89	B	13.9	21	1215	1864	731	327	807	317	524	473	356	231	557	237	391	330	236	141	202	101	298	216
ABC BUSINESS BRIEF-FRI	19	153	171	A	10.4	17	909	1776	629	248	753	176	407	428	419	272	557	170	365	359	309	149^	159	107^	307	211
1 FRI. 9.06P 1 ABC N		83	88	B	11.8	19	1031	1918	722	294	830	255	460	441	376	314	484	161	284	273	219	163	158	87	446	293
2 FRI. 8.45P 1																										
ABC FRIDAY NIGHT MOVIE	1		182	A	9.3	15	813	1609	624	326^	800	251^	446	409	420	272^	497	134^	304^	283^	247^	172^	124^	68v	188^	131^
2 FRI. 9.00P 120 ABC FF			93	B	9.3	15	813	1609	624	326	800	251	446	409	420	272	497	134	304	283	247	172	124	68	188	131
9.00 - 9.30				A	8.6	14	752	1569	620	310^	829	250^	443	391	428	328^	422	94v	251^	270^	209^	152^	86v	60v	232^	182^
9.30 - 10.00				A	8.2	13	717	1524	601	332^	786	240^	426	386^	427	294^	436	94v	253^	254^	227^	165^	97v	65v	205^	158^
10.00 - 10.30				A	10.0	17	874	1677	615	315^	787	270^	463	426	413	230^	541	151^	335	283^	271^	184^	183^	84^	166^	93^
10.30 - 11.00				A	10.3	18	900	1640	660	345	797	240^	441	418	411	256^	569	182^	366	318	277^	179^	112^	61v	162^	103^
ABC MONDAY NIGHT MOVIE	10	212	207	A	12.2	19	1066	1665	664	327	729	299	491	479	337	180	691	283	523	506	340	120^	109^	44^	136	84^
1 MON. 8.00P 180 ABC FF		99	97	B	13.4	21	1171	1616	734	319	824	271	502	485	407	270	588	202	381	393	299	158	114	51	90	58
2 MON. 9.00P 120																										
8.00 - 8.30				A	13.8	20	1206	1876	620	309	681	278	463	431	298	188^	814	392	672	619	379	97^	113^	25v	268	165^
8.30 - 9.00				A	14.4	21	1259	1861	597	325	650	270	458	424	294	162^	801	346	648	622	417	97^	156^	56v	254	152^
9.00 - 9.30				A	12.2	18	1066	1649	687	324	750	275	488	488	374	201	637	251	465	460	318	122^	124^	47^	138	85^
9.30 - 10.00				A	12.3	18	1075	1598	682	341	751	311	501	497	352	182	639	272	473	449	296	119^	109^	52^	99^	60^
10.00 - 10.30				A	12.0	19	1049	1593	674	330	738	311	499	492	341	164	671	263	498	487	325	128^	91^	40^	93^	60^
10.30 - 11.00				A	10.7	19	935	1524	669	318	731	324	496	486	314	169	662	243	484	477	339	134^	67^	33v	64^	39^
ABC NEWSBRIEF-MON	22	179	178	A	9.4	14	822	1656	669	347	727	313	484	487	330	170^	699	270	520	525	356	126^	143^	68^	87^	66^
1 MON. 9.59P 1 ABC N		88	87	B	11.7	18	1023	1691	685	310	767	248	456	448	367	258	650	206	403	405	332	203	138	65	136	93
2 MON. 9.53P 1																										
ABC NEWSBRIEF-TUE	22	178	179	A	13.3	20	1162	1719	763	406	861	373	637	583	378	165	503	263	400	322	208	75^	197	85^	158	104^
TUE. 9.58P 1 ABC N		87	90	B	15.0	23	1311	1749	769	384	855	372	616	551	387	190	581	272	429	382	241	115	177	88	136	90
ABC NEWSBRIEF-WED	22	180	183	A	13.2	20	1154	1525	740	254	822	261	450	447	373	304	459	175	254	237	180	180	109^	48^	135	62^
WED. 9.58P 1 ABC N		89	90	B	13.3	21	1162	1588	812	356	900	316	529	507	400	306	481	170	283	273	211	167	101	53	106	69
ABC NEWSBRIEF-THU	21	164	176	A	10.2	15	891	1536	803	271	942	257	470	457	451	406	414	112^	188	161	182	197	98^	57^	82^	50^
THU. 9.58P 1 ABC N		89	89	B	10.0	15	874	1602	780	322	913	272	456	440	407	377	503	164	263	254	219	194	111	52	75	48
ABC NEWSBRIEF-FRI	21	150	157	A	7.8	13	682	1622	606	313	756	217	430	442	441	227	544	116^	382	360	322	146^	154^	77^	168^	107^
1 FRI. 9.58P 1 ABC N		85	84	B	7.8	13	682	1806	690	354	782	238	457	457	419	255	575	188	380	365	285	168	188	100	261	195
2 FRI. 9.59P 2																										
ABC NEWSBRIEF-SAT.	22	166	176	A	9.2	15	804	2063	721	379	852	273	539	485	420	272	736	332	513	432	346	183	139^	27v	336	266
SAT. 8.58P 1 ABC N		87	90	B	8.2	14	717	1912	684	296	786	289	486	436	357	250	631	243	409	381	298	185	155	71	340	258
ABC NEWSBRIEF-SUN.	21	190	185	A	13.7	21	1197	1903	675	325	764	263	486	459	386	221	761	297	516	451	376	177	192	80^	186	117^
1 SUN. 9.58P 1 ABC N		93	93	B	14.0	21	1224	1780	683	320	776	280	497	486	382	219	714	276	504	473	342	164	139	59	151	106
2 SUN. 9.55P 1																										
ABC SPORTS UPDATE-SAT	21	175	181	A	9.3	16	813	1781	624	375	757	215	465	435	426	228	666	224	431	397	348	162^	166^	63^	192	149^
SAT. 9.58P 1 ABC SN		88	91	B	8.2	14	717	1812	660	309	750	241	448	435	366	248	604	194	384	370	304	183	160	82	298	213
ABC SPORTS UPDATE-SUN	22	195	197	A	12.4	18	1084	2379	724	403	832	330	566	538	374	199	708	318	506	461	283	171	230	84^	609	406
SUN. 8.58P 1 ABC SN		93	93	B	11.9	17	1040	2171	732	332	816	312	534	523	387	213	673	263	480	458	317	161	218	92	464	312

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																											
ABC SUNDAY NIGHT MOVIE	19	212	205	A	15.1	24	1320	1886	655	307	735	262	460	432	368	207	800	305	537	477	398	193	186	65^	165	115
SUN. 9.00P 120 ABC FF		99	98	B	15.3	24	1337	1755	687	326	774	286	502	477	378	214	709	272	500	469	349	165	141	53	131	87
9.00 - 9.30				A	15.6	23	1363	2081	693	327	764	225	465	481	419	222	835	296	550	502	428	206	233	77^	249	162
9.30 - 10.00				A	15.6	24	1363	1969	689	327	778	262	487	461	404	220	811	309	538	470	408	195	207	77^	173	114
10.00 - 10.30				A	15.0	24	1311	1787	641	288	708	272	447	407	337	197	784	312	536	479	383	182	165	56^	130	101^
10.30 - 11.00				A	14.0	24	1224	1699	598	283	686	287	440	375	311	189	770	304	525	465	379	184	135	45^	108^	79^
ABC WORLD NEWS TONIGHT	108	210	208	A	10.3	18	900	1450	694	240	758	152	291	321	347	385	576	118	249	254	284	293	66^	31^	50^	29^
M-F 6.30P 30 ABC N		99	99	B	10.7	19	935	1453	665	245	727	146	292	331	344	359	609	125	280	302	320	278	48	25	69	40
ABC WRLD NEWS TONIGHT-SAT	14	180	180	A	7.5	15	656	1491	695	152^	747	126^	242	255	295	448	649	80^	214^	231	307	398	LT	LT	95^	38v
SAT. 6.30P 30 ABC N		94	94	B	8.2	16	717	1572	686	227	768	160	295	294	303	424	663	133	284	286	307	333	41	12	100	55
ABC WRLD NEWS TONIGHT-SUN	19	160	162	A	8.1	15	708	1520	647	205	718	149^	248	283	300	398	722	117^	322	351	371	342	24v	LT	56^	38v
SUN. 6.30P 30 ABC N		84	84	B	7.5	13	656	1491	646	193	698	123	239	256	272	413	644	154	304	304	284	309	60	33	89	61
ALF	18		203	A	17.0	25	1486	2056	754	276	849	355	596	512	393	208	583	273	433	380	249	129^	182^	85^	442	302
2 MON. 8.00P 30 NBC CS			99	B	16.4	24	1433	2140	705	321	787	340	531	456	319	211	595	246	437	394	283	124	249	114	509	346
AMAZING STORIES	2	186	192	A	13.0	21	1136	1979	752	331	878	352	524	471	368	271	663	263	465	341	309	186	152	94^	286	191
FRI. 8.30P 30 NBC GD		96	94	B	13.0	21	1136	1979	752	331	878	352	524	471	368	271	663	263	465	341	309	186	152	94	286	191
AMAZING STORIES SPL(S)		186		A	9.7	17	848	2185	877	335	953	374	555	492	325^	356	776	293^	535	430	349	241^	105^	31v	351	218^
1 FRI. 8.00P 30 NBC GD		96																								
AMEN	20	202	201	A	17.9	31	1564	1847	815	320	969	279	509	459	428	401	476	122	233	218	221	221	186	84^	216	147
SAT. 9.30P 30 NBC CS		97	92	B	19.7	33	1722	1765	804	317	907	256	461	438	394	384	503	145	261	250	229	210	147	85	208	157
ANALYSIS-8:36P(S)			204	A	8.8	13	769	1200	614	150^	700	112^	263^	215^	314^	422	420	90v	171^	180^	245^	216^	23v	LT	57v	40v
2 THU. 8.36P 24 ABC N			98																							
BEACH BOYS-25YRS TOGETHER(S)		190		A	10.7	17	935	1761	725	329	814	240^	541	532	465	208^	583	169^	428	442	347	118^	162^	76^	202^	133^
1 FRI. 8.30P 90 ABC PC		97																								
8.30 - 9.00				A	11.3	19	988	1762	748	318	836	241^	562	535	477	222^	506	150^	344	373	289	113^	179^	75^	241^	176^
9.00 - 9.30				A	11.0	18	961	1751	718	317	792	230^	513	515	443	203^	617	191^	473	478	364	116^	152^	79^	190^	120^
9.30 - 10.00				A	9.8	16	857	1767	705	357	810	248^	544	553	470	195^	636	173^	479	483	390	127^	152^	78v	169^	100^
BILL COSBY SHOW	22	214	215	A	34.7	51	3033	2014	832	353	953	383	619	538	383	286	558	228	365	320	244	159	191	109	312	195
1 THU. 8.00P 30 NBC CS		99	99	B	35.8	53	3129	2066	820	371	928	351	591	523	403	279	600	242	399	355	261	166	198	108	340	227
2 THU. 8.41P 30																										
BRONX ZOO SPECIAL(S)			206	A	18.4	32	1608	1390	637	246	731	218	418	378	328	274	526	184	359	319	257	143^	92^	37v	41v	30v
2 THU. 10.11P 60 NBC GD			99																							
10.00 - 10.30				A	18.4	29	1608	1419	658	263	747	233	433	403	341	270	517	184	351	306	265	138^	103^	40v	52^	39v
10.30 - 11.00				A	18.4	32	1608	1382	629	247	728	217	430	382	337	262	524	178	357	319	253	148^	92^	35v	38v	29v
11.00 - 11.30				A	18.2	36	1591	1380	625	213	716	199	367	331	283	313	555	201	385	342	256	147^	81^	42v	28v	16v
BUGS BUNNY/R.RUNNER MOVIE(S)			159	A	9.6	16	839	1908	650	262^	725	302^	447	424	305^	217^	572	175^	347	353	315^	172^	144^	25v	467	263^
2 FRI. 8.00P 60 CBS EA			78																							
8.00 - 8.30				A	8.8	15	769	1860	609	282^	697	286^	422	408	287^	215^	560	154^	338^	324^	318^	175^	148^	21v	455	275^
8.30 - 9.00				A	10.4	17	909	1938	679	245^	742	310	465	436	319	217^	582	194^	353	372	310	171^	140^	30v	474	251^
CAGNEY & LACEY	18	200	207	A	16.8	28	1468	1373	758	283	835	243	479	457	391	307	455	122	243	264	237	166	33^	13v	50^	30^
MON. 10.00P 60 CBS OP		98	99	B	15.2	25	1328	1401	749	318	836	235	445	446	404	326	457	134	265	261	241	167	57	30	51	28
10.00 - 10.30				A	17.0	28	1486	1409	781	296	858	263	494	466	389	312	454	127	245	270	235	160	36^	12v	61^	36^
10.30 - 11.00				A	16.6	30	1451	1330	731	268	807	221	460	450	395	299	457	119	240	254	235	177	31^	14v	35^	22v

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CAVANAUGHS	12	206		A	13.5	19	1180	1348	733	239	781	219^	427	383	344	312	476	150^	278	282	223^	166^	54v	36v	37v	17v
1 MON. 9.30P 30 CBS CS		99		B	16.4	24	1433	1531	766	315	841	258	451	454	381	318	498	166	300	296	237	170	90	46	102	67
CBS EVENING NEWS-RATHER	115	208	201	A	12.2	22	1066	1510	701	215	757	137	294	281	345	414	654	178	325	287	298	290	42^	8v	57^	28^
M-F 6.30P 30 CBS N		99	97	B	12.2	22	1066	1494	684	220	757	131	281	294	347	424	610	138	289	273	301	284	62	26	65	38
CBS EVENING NEWS-SUNDAY	13		175	A	8.0	16	699	1591	693	178^	741	138^	328^	279^	338^	413	748	223^	357^	326^	296^	344^	31v	7v	71v	25v
2 SUN. 6.00P 30 CBS N			87	B	8.5	15	743	1537	678	200	726	114	237	255	314	440	683	165	298	300	310	343	55	20	73	30
CBS NCAA BSKBL CHMP TH 1(S) 2 THU. 9.00P 137 CBS SE			198 / 99	A	10.3	16	900	1541	506	173^	547	126^	291^	293^	308^	207^	892	268^	544	526	421	280^	19v	LT	83^	70v
9.00 - 9.30				A	8.8	13	769	1606	547	177^	595	127^	288^	273^	292^	272^	856	249^	471	469	386	326^	17v	LT	138^	109^
9.30 - 10.00				A	10.6	16	926	1580	516	189^	562	133^	335	316	319	197^	895	267^	549	538	416	282^	18v	10v	105^	105^
10.00 - 10.30				A	11.1	17	970	1549	511	152^	544	151^	316	290	296	184^	911	262^	564	535	447	274^	25v	LT	69v	49v
10.30 - 11.00				A	11.3	19	988	1521	486	178^	510	113^	256^	296	312	179^	943	298	604	578	460	258^	18v	LT	50v	50v
11.00 - 11.30				A	9.4	17	822	1358	447	178^	515	93^	241^	273^	318^	214^	780	242^	470	467	349	252^	15v	LT	48v	28v
CBS NCAA BSKBL CHMP FR 1(S) 2 FRI. 10.00P 145 CBS SE			207 / 99	A	10.3	20	900	1566	512	206^	548	161^	329	267^	277^	208^	859	264^	540	545	439	216^	84^	7v	75v	39v
10.00 - 10.30				A	11.3	19	988	1613	562	244^	620	155^	337	287	319	267^	776	213^	455	494	403	213^	100^	10v	117^	51v
10.30 - 11.00				A	10.4	18	909	1617	572	250^	619	175^	375	319	326	229^	776	230^	487	485	399	197^	138^	7v	84^	35v
11.00 - 11.30				A	9.3	17	813	1611	582	278^	625	198^	396	330^	317^	205^	889	290^	568	541	448	203^	62v	9v	35v	35v
11.30 - 12.00				A	10.0	22	874	1484	422	161^	440	121^	282^	216^	237^	158^	938	295^	603	593	477	240^	62v	9v	44v	44v
12.00 - 12.30				A	10.2	26	891	1536	417	93^	417	159^	249^	170^	178^	168^	977	323	627	649	490	235^	47v	LT	95^	29v
CBS NCAA BSKBL CHAMP-SA-4(S) 1 SAT. 6.48P 40 CBS SE		207 / 99		A	10.5	22	918	1719	551	165^	551	80^	159^	178^	244^	342	844	251^	535	528	450	244^	137^	80^	187^	152^
6.30 - 7.00				A	9.4	20	822	1611	482	139^	482	83v	123^	149^	206^	299^	840	269^	575	567	453	207^	124^	58v	165^	149^
7.00 - 7.30				A	10.9	22	953	1768	582	179^	582	80^	173^	193^	258^	361	848	246^	521	515	450	259^	140^	87^	198^	155^
CBS NCAA BSKBL CHMP-SU-4(S) 1 SUN. 6.48P 10 CBS SE		162 / 83		A	9.6	18	839	1622	501	219^	511	57v	171^	247^	247^	264^	936	261^	610	632	545	275^	90^	LT	85^	66v
CBS SAT. NEWS-SCHIEFFER	15		171	A	7.9	16	690	1312	583	93v	583	120^	185^	175^	250^	316^	729	151^	304^	323^	338^	350^	LT	LT	LT	LT
2 SAT. 6.30P 30 CBS N			88	B	8.3	16	725	1443	647	160	693	93	194	235	287	436	632	142	261	262	277	329	39	16	79	43
CBS SATURDAY MOVIE	17	186	194	A	10.2	18	891	1446	720	278	755	203	427	424	385	283	597	214	361	316	298	189	54^	LT	40v	36v
1 SAT. 9.02P 120 CBS FF		95	96	B	11.3	19	988	1659	729	278	801	219	438	452	418	290	628	176	365	372	351	207	99	44	131	91
2 SAT. 9.00P 120																										
9.00 - 9.30				A	8.6	14	752	1556	805	350	821	192	450	462	442	313	598	198	338	294	306	217	57^	LT	80^	56^
9.30 - 10.00				A	9.9	17	865	1418	723	306	768	213	427	418	375	300	553	186	314	288	289	192	56^	LT	41v	41v
10.00 - 10.30				A	10.8	20	944	1412	684	242	731	204	423	414	368	267	595	215	366	325	292	178	53^	LT	33v	33v
10.30 - 11.00				A	11.3	21	988	1442	693	234	729	204	420	416	366	266	643	253	419	352	306	176	52^	LT	18v	18v
CBS SPORTS SPECIAL(S) 1 SAT. 8.00P 62 CBS SE		184 / 94		A	13.3	22	1162	1751	844	386	897	138^	406	471	517	400	648	79^	387	385	434	228^	77^	53v	129^	63^
8.00 - 8.30				A	12.0	21	1049	1728	813	381	870	124^	361	436	496	409	674	90^	382	381	433	253^	88^	58v	96^	50v
8.30 - 9.00				A	14.7	24	1285	1781	865	389	917	148^	442	499	534	391	634	68^	397	394	438	212^	72^	52v	158^	74^
CBS SUNDAY MOVIE	14		207	A	18.6	31	1626	1562	830	318	903	233	489	449	457	370	514	150^	286	271	235	182	110^	63^	35v	21v
2 SUN. 9.00P 120 CBS FF			99	B	18.5	29	1617	1519	800	316	886	234	445	454	425	368	509	120	257	270	265	211	65	37	59	41
9.00 - 9.30				A	20.6	32	1800	1559	820	277	887	215	453	423	439	396	524	150^	287	273	232	198	122^	68^	26v	26v
9.30 - 10.00				A	18.6	30	1626	1574	833	322	905	237	497	458	458	362	498	145^	276	270	227	173	123^	67^	48^	28v
10.00 - 10.30				A	17.7	31	1547	1547	830	332	907	232	498	450	466	364	509	152^	294	277	243	165^	94^	56^	37v	18v
10.30 - 11.00				A	17.6	32	1538	1555	834	346	910	250	512	462	464	353	515	148^	286	264	247	181	95^	55^	35v	13v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL	CHILDREN (2-11) 6-11
EVENING CONT'D																													
CBS TUESDAY MOVIE				18	200	200	A	11.1	18	970	1582	692	317	741	226	468	467	399	223	710	248	460	444	337	214	73^	43^	58^	22v
TUE. 9.00P	120	CBS	FF		96	97	B	15.0	24	1311	1540	762	279	846	227	441	431	416	347	532	155	297	291	265	200	85	37	77	53
9.00 - 9.30							A	10.3	15	900	1647	682	337	738	204	461	458	407	224	735	260	469	455	359	221	91^	42^	83^	34v
9.30 - 10.00							A	10.5	16	918	1650	704	364	763	253	490	475	396	223	741	269	490	474	350	211	79^	38v	67^	23v
10.00 - 10.30							A	11.6	20	1014	1550	705	290	744	234	476	479	403	223	686	246	454	437	315	203	66^	50^	54^	24v
10.30 - 11.00							A	12.0	22	1049	1482	666	281	711	217	447	455	386	215	681	222	428	412	322	222	59^	38^	31v	8v
CHARMINGS				1		199	A	11.4	19	996	2120	664	329	799	274^	479	449	392	246^	570	201^	377	320	271^	155^	317	223^	434	303
2 FRI. 8.00P	30	ABC	CS			97	B	11.4	19	996	2120	664	329	799	274	479	449	392	246	570	201	377	320	271	155	317	223	434	303
CHEERS				20	208	206	A	26.1	39	2281	1687	770	354	849	336	569	524	380	223	548	244	413	358	252	113	164	93	126	96
1 THU. 9.30P	30	NBC	CS		99	99	B	28.2	42	2465	1827	765	369	855	353	580	521	376	217	643	286	475	427	286	134	158	86	171	116
2 THU. 9.41P	30																												
COLBYS				20	195	206	A	11.8	17	1031	1496	803	266	929	270	463	433	426	401	409	111^	190	171	203	187	78^	42^	80^	55^
THU. 9.00P	60	ABC	GD		98	98	B	11.5	17	1005	1564	799	317	937	283	478	469	417	373	446	152	252	233	204	160	99	57	82	57
9.00 - 9.30							A	10.5	15	918	1450	776	250	899	248	416	396	400	412	409	111^	183	158	207	198	61^	31v	81^	60^
9.30 - 10.00							A	13.2	20	1154	1509	816	276	942	282	494	458	444	389	403	109^	190	175	196	180	86^	50^	78^	51^
CRIME STORY				10	203		A	13.2	23	1154	1611	684	218^	740	232^	488	460	392	186^	657	164^	354	377	359	245	79^	47v	135^	104^
1 FRI. 10.00P	60	NBC	OP		99		B	13.9	24	1215	1609	652	277	727	251	449	405	357	224	708	219	440	421	378	217	84	33	90	64
10.00 - 10.30							A	13.4	23	1171	1608	678	219^	742	236^	506	468	391	178^	656	159^	347	381	367	244	72^	46v	138^	102^
10.30 - 11.00							A	13.0	23	1136	1605	686	212^	733	226^	470	451	392	192^	653	167^	359	373	349	242^	88^	49v	131^	104^
DALLAS				21	202	202	A	19.2	31	1678	1557	839	364	886	258	442	434	410	380	520	152	269	266	254	220	49^	27^	102	49^
FRI. 9.00P	60	CBS	GD		98	98	B	21.5	34	1879	1599	855	335	948	259	482	464	424	407	488	139	248	248	229	205	58	37	105	68
9.00 - 9.30							A	18.5	30	1617	1571	846	361	890	263	447	429	403	384	515	146	264	258	253	224	50^	30^	116	54^
9.30 - 10.00							A	19.9	32	1739	1537	830	364	877	250	436	439	415	375	519	155	270	272	254	213	52^	27^	89	44^
DESIGNING WOMEN				1		207	A	19.3	29	1687	1582	695	294	786	250	460	460	348	282	515	216	304	267	197	170	111^	23v	170	134^
2 MON. 9.30P	30	CBS	CS			99	B	19.3	29	1687	1582	695	294	786	250	460	460	348	282	515	216	304	267	197	170	111	23	170	134
DISNEY SUNDAY MOVIE				23	210	211	A	12.7	19	1110	2414	719	438	850	391	608	560	350	169	678	299	516	478	300	135	208	80^	678	456
SUN. 7.00P	120	ABC	FF		98	99	B	13.2	20	1154	2279	706	324	797	332	549	513	356	193	656	276	483	447	298	141	236	108	590	387
7.00 - 7.30							A	11.4	19	996	2365	717	454	868	402	603	547	350	184	651	277	497	473	303	130^	194	83^	652	432
7.30 - 8.00							A	12.7	20	1110	2414	703	440	840	377	597	555	348	169	654	266	505	485	323	123^	225	87^	695	490
8.00 - 8.30							A	13.1	19	1145	2423	726	436	845	392	606	560	349	167	679	306	512	462	286	141	197	71^	702	472
8.30 - 9.00							A	13.3	19	1162	2494	741	432	860	396	631	581	359	162	733	352	564	501	291	140	223	83^	678	438
DYNASTY				20	209	212	A	16.7	26	1460	1481	738	279	834	256	472	445	387	305	449	172	255	218	185	169	95^	45^	103	53^
WED. 9.00P	60	ABC	GD		99	99	B	17.2	26	1503	1580	834	359	940	330	563	521	411	313	440	166	272	249	190	143	103	54	97	64
9.00 - 9.30							A	16.2	25	1416	1477	736	284	836	251	474	441	388	310	440	164	250	211	189	164	98^	48^	103	50^
9.30 - 10.00							A	17.2	27	1503	1479	738	274	830	259	468	445	385	302	455	180	262	222	179	171	92^	43^	102	54^
FACTS OF LIFE				20	196	203	A	15.5	27	1355	1903	746	313	923	305	506	405	359	394	499	183	280	227	196	194	162	103^	319	213
SAT. 8.00P	30	NBC	CS		96	98	B	16.6	29	1451	1869	773	340	912	293	486	434	363	372	478	166	269	243	200	181	171	109	308	216
FALCON CREST				20	202		A	17.1	30	1495	1471	814	400	974	309	503	439	429	406	428	129^	217	222	193	189	33v	33v	36v	32v
1 FRI. 10.00P	60	CBS	GD		97		B	17.5	30	1530	1520	837	315	935	239	450	428	416	430	447	126	219	222	192	196	61	34	77	56
10.00 - 10.30							A	17.4	30	1521	1483	814	400	980	316	504	434	424	408	431	120^	215	227	200	192	32v	32v	40v	32v
10.30 - 11.00							A	16.8	30	1468	1453	809	398	963	299	500	440	436	402	423	138^	221	216	183^	183^	34v	34v	33v	33v
FAMILY TIES				20	211		A	36.1	53	3155	1918	799	394	926	378	633	556	389	236	581	274	439	366	255	113	206	135	205	138
1 THU. 8.30P	60	NBC	CS		99		B	34.3	50	2998	2012	805	382	918	374	620	543	397	244	584	260	423	370	253	129	205	115	305	203
8.30 - 9.00							A	37.3	54	3260	1949	808	394	938	375	624	546	389	259	573	255	405	345	253	133	199	121	239	155
9.00 - 9.30							A	34.8	51	3042	1887	792	397	917	385	645	567	385	213	590	294	472	391	257	94	214	148	166	118

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	35-64	55+	MEN TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
EVENING CONT'D																										
FAMILY TIES SPECIAL(S)			195	A	19.3	32	1687	1797	753	238	868	269	460	444	448	311	626	281	399	296	257	193	99^	71^	204	131^
2 FRI. 8.00P 30 NBC CS			96																							
GOLDEN GIRLS	21	205	208	A	23.7	39	2071	1858	831	344	983	284	522	465	431	412	520	156	284	262	234	206	142	71	213	144
SAT. 9.00P 30 NBC CS		98	99	B	24.9	41	2176	1801	817	319	927	257	472	445	400	396	515	150	272	261	230	212	136	80	223	160
GROWING PAINS	19	199	209	A	23.8	35	2080	2078	791	415	883	416	673	582	374	156	536	291	432	334	201	75	271	119	388	286
TUE. 8.30P 30 ABC CS		97	99	B	22.9	33	2001	1995	762	386	858	395	623	538	357	184	538	253	407	354	231	97	256	138	343	233
HARRY	3	182	206	A	13.9	22	1215	1770	655	287	743	293	515	453	312	202	524	230	369	329	225	127	174	93^	329	208
WED. 8.30P 30 ABC CS		95	98	B	14.5	22	1267	1711	679	299	743	299	500	443	319	209	516	224	367	321	220	125	175	86	277	172
HIGHWAY TO HEAVEN	21	199	208	A	15.6	24	1363	1563	705	292	811	250	431	407	338	328	449	138	238	208	218	194	132	71^	171	118
1 WED. 8.00P 120 NBC GD		97	99	B	17.7	27	1547	1674	748	304	859	218	401	390	377	400	519	132	271	268	270	213	126	67	170	112
2 WED. 8.00P 60																										
8.00 - 8.30				A	15.6	25	1363	1618	710	283	837	265	427	386	330	360	443	131	210	179	202	207	136	70^	202	119
8.30 - 9.00				A	16.7	26	1460	1608	739	273	844	252	437	420	362	347	441	147	234	199	196	180	145	73^	178	107
9.00 - 9.30				A	14.3	21	1250	1486	673	353	769	234	437	425	337	283	465	129^	266	246	270	199^	116^	70^	136^	127^
9.30 - 10.00				A	14.4	22	1259	1446	653	309	733	225	426	406	315	265	470	143^	279	260	256	191^	116^	76^	127^	127^
HILL STREET BLUES	3	179	203	A	14.4	25	1259	1444	692	262	739	243	387	397	341	267	621	184	352	378	320	203	33^	9v	51^	33^
TUE. 10.00P 60 NBC OP		97	99	B	14.2	24	1241	1467	664	271	718	233	387	405	344	253	666	217	393	405	342	205	45	15	38	22
10.00 - 10.30				A	14.6	25	1276	1451	701	268	747	244	388	399	341	272	610	173	344	376	316	202	31^	9v	63^	42^
10.30 - 11.00				A	14.3	26	1250	1414	677	254	722	241	383	387	334	259	624	192	354	375	319	201	32^	8v	36^	21v
HOTEL	18	191	212	A	15.1	27	1320	1367	734	279	814	252	452	442	360	315	443	139	243	229	206	165	44^	26v	66^	46^
WED. 10.00P 60 ABC GD		96	99	B	15.0	26	1311	1432	785	323	889	292	500	463	387	333	424	140	238	230	179	161	71	45	48	32
10.00 - 10.30				A	15.6	26	1363	1369	737	274	817	251	451	441	358	318	436	136	241	226	205	163	43^	27^	73^	52^
10.30 - 11.00				A	14.6	27	1276	1357	727	281	804	249	448	441	361	310	449	141	243	232	209	167	45^	26v	59^	42^
HOUSTON KNIGHTS	2	206	208	A	16.7	28	1460	1485	694	245	785	255	470	445	385	254	591	156	354	334	317	203	63^	26^	46^	28^
1 WED. 9.00P 120 CBS OP		99	99	B	16.7	28	1460	1485	694	245	785	255	470	445	385	254	591	156	354	334	317	203	63	26	46	28
2 WED. 10.00P 60																										
9.00 - 9.30				A	16.1	24	1407	1623	765	249	831	277	514	473	388	271	661	177^	421	391	370	205	70^	38v	61^	45v
9.30 - 10.00				A	16.2	25	1416	1621	731	239	796	282	503	461	357	249	684	169^	430	404	394	217	70^	39v	71^	45v
10.00 - 10.30				A	17.2	29	1503	1438	675	252	784	250	462	438	393	255	560	161	333	316	279	193	53^	22v	41^	20v
10.30 - 11.00				A	16.6	31	1451	1422	676	245	775	243	453	440	397	251	550	134	310	298	298	206	63^	15v	34^	21v
HUNTER	18	195	197	A	16.1	30	1407	1586	676	239	770	205	392	381	365	316	528	165	293	268	260	209	179	73^	109	90^
SAT. 10.00P 60 NBC OP		96	98	B	16.8	30	1468	1658	737	286	834	247	443	418	367	333	552	157	303	291	279	212	145	83	127	99
10.00 - 10.30				A	16.2	30	1416	1595	690	249	787	206	399	388	375	324	512	159	276	251	244	212	177	72^	119	98^
10.30 - 11.00				A	16.0	30	1398	1568	661	228	749	203	381	372	353	307	542	168	310	284	275	207	180	73^	97^	83^
JACK & MIKE	19	172	202	A	13.6	24	1189	1402	689	295	806	293	508	451	373	245	433	176	309	274	215	94^	95^	34^	68^	25v
TUE. 10.00P 60 ABC A		93	98	B	13.4	23	1171	1508	731	350	836	324	545	516	393	225	509	221	364	323	233	115	96	53	67	40
10.00 - 10.30				A	14.1	24	1232	1373	674	284	786	293	503	458	361	225	420	167	311	272	216	83^	95^	33^	72^	24v
10.30 - 11.00				A	13.1	24	1145	1422	703	304	823	293	511	445	382	264	440	184	303	268	210	106^	96^	36^	63^	25v
KATE & ALLIE	22	155	206	A	15.8	23	1381	1835	840	328	934	310	535	472	381	340	526	196	317	291	207	178	131	56^	244	141
MON. 8.00P 30 CBS CS		87	98	B	18.7	27	1634	1684	798	342	899	290	493	463	394	337	455	157	271	261	205	153	125	73	205	127
KNOTS LANDING	14	203		A	16.1	26	1407	1573	904	326	991	360	632	564	406	313	509	243	358	246	170^	141^	45v	45v	28v	6v
1 THU. 10.00P 60 CBS GD		98		B	17.5	29	1530	1548	846	328	959	371	600	535	396	308	447	181	294	256	194	131	91	55	51	34
10.00 - 10.30				A	15.9	25	1390	1615	916	331	1003	367	638	570	412	313	528	281	388	237	160^	131^	52^	52^	32v	9v
10.30 - 11.00				A	16.3	27	1425	1524	893	317	977	352	626	552	399	314	486	206	328	252	178^	149^	37v	37v	24v	LT

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
L.A. LAW	13	208		A	17.5	28	1530	1411	677	344	738	236	467	463	368	224	572	222	405	367	308	144^	72^	61^	29v	29v
1 THU. 10.00P 60 NBC GD		99		B	18.5	30	1617	1518	730	363	809	293	516	486	391	231	578	214	387	377	293	148	84	51	47	39
10.00 - 10.30				A	18.2	29	1591	1419	687	343	747	262	485	462	353	220	568	229	407	371	293	142^	75^	62^	29v	29v
10.30 - 11.00				A	16.8	28	1468	1399	662	342	725	207	447	460	386	227	573	212	401	363	322	145^	72^	59^	29v	29v
MACGYVER	19		201	A	15.0	22	1311	1467	590	232	682	176^	280	326	357	318	576	154^	333	319	309	193^	80^	21v	129^	101^
2 MON. 8.00P 60 ABC A			97	B	14.8	22	1294	1746	668	281	742	204	402	403	365	283	695	198	402	398	371	243	126	58	183	125
8.00 - 8.30				A	14.7	22	1285	1506	617	236	707	179^	292	346	367	328	586	157^	337	321	310	199^	81^	22v	132^	102^
8.30 - 9.00				A	15.3	22	1337	1420	564	227	655	173^	268	305	344	306	563	148^	327	314	308	188^	78^	19v	124^	100^
MAGIC-DAVID COPPERFIELD(S)		201		A	19.2	33	1678	1921	844	330	913	308	488	450	351	380	613	217	363	332	283	227	69^	50^	326	188
1 FRI. 8.00P 60 CBS GV		97																								
8.00 - 8.30				A	17.6	30	1538	1872	829	338	901	304	483	447	342	377	599	197	347	318	290	232	65^	47^	307	175^
8.30 - 9.00				A	20.8	35	1818	1957	854	324	922	310	490	453	358	383	620	231	371	341	274	223	73^	53^	342	199
MAGNUM, P.I.	19		207	A	16.1	25	1407	1502	629	199	711	123^	268	341	396	349	575	198	328	321	239	213	120^	16v	96^	36v
2 WED. 9.00P 60 CBS PD			99	B	16.6	25	1451	1655	705	277	788	223	437	430	397	297	650	220	399	381	318	205	113	47	104	66
9.00 - 9.30				A	15.2	23	1328	1495	616	206^	700	117^	257	320	384	358	578	203^	336	321	238	212	114^	14v	103^	41v
9.30 - 10.00				A	17.1	27	1495	1493	639	192	720	129^	278	356	404	343	564	193	317	318	236	209	118^	15v	91^	31v
MAGNUM, P.I.(B)		126		A	11.3	18	988	1950	918	439	993	297	579	524	475	369	560	92^	264^	344	351	216^	216^	127^	181^	89^
1 WED. 8.00P 60 CBS PD		78																								
8.00 - 8.30				A	10.5	16	918	1955	919	413	992	286^	560	505	471	393	547	91^	262^	332	341	215^	221^	131^	195^	103^
8.30 - 9.00				A	12.0	18	1049	1953	923	465	998	310	599	545	481	350	571	94^	264^	352	359	219^	213^	124^	171^	78^
MATLOCK	21	198	195	A	18.8	28	1643	1502	717	185	774	140	309	329	362	407	569	102	234	268	299	283	69^	32^	90	45^
TUE. 8.00P 120 NBC GD		98	95	B	18.6	28	1626	1562	747	254	822	158	331	346	386	427	584	114	256	266	300	281	69	41	87	51
8.00 - 8.30				A	18.2	27	1591	1550	706	176	771	147	299	333	338	408	565	104	237	279	292	274	104	53^	110	48^
8.30 - 9.00				A	18.9	28	1652	1527	725	190	779	136	303	335	368	412	563	94	233	269	298	282	83^	40^	102	45^
9.00 - 9.30				A	19.4	29	1696	1478	714	180	767	142	320	324	368	397	574	108	237	260	299	288	46^	15v	91	48^
9.30 - 10.00				A	18.9	29	1652	1424	711	188	765	134	312	322	369	402	561	104	225	255	296	286	43^	19v	55^	39^
MIAMI VICE	21	205	203	A	16.4	26	1433	1811	704	287	781	294	509	468	347	219	667	254	464	382	340	158	152	69^	211	139
FRI. 9.00P 60 NBC OP		98	99	B	17.2	27	1503	1769	683	334	768	283	503	478	375	205	695	272	486	441	336	164	133	57	173	123
9.00 - 9.30				A	15.7	25	1372	1839	713	294	792	292	509	467	346	235	673	258	475	384	340	158	150	69^	224	145
9.30 - 10.00				A	17.0	27	1486	1790	697	276	775	299	512	471	349	205	660	252	456	381	338	156	155	70^	200	134
MIKE HAMMER	12		193	A	12.1	19	1058	1543	619	218^	698	124^	295	273	358	367	709	170^	347	259^	358	334	49v	LT	87^	43v
2 WED. 8.00P 60 CBS PD			92	B	12.3	19	1075	1596	687	217	760	147	320	342	375	373	646	143	306	321	345	284	69	32	121	68
8.00 - 8.30				A	11.8	19	1031	1574	630	216^	710	128^	300	268^	362	379	738	200^	365	271	356	343	38v	LT	88^	37v
8.30 - 9.00				A	12.4	19	1084	1505	610	215^	682	119^	286	277	351	355	673	135^	325	247^	359	322	62v	LT	88^	48v
MOONLIGHTING	19	213	210	A	20.8	31	1818	1716	774	394	879	435	682	586	341	154	506	271	417	340	204	60^	191	91	140	92
TUE. 9.00P 60 ABC PD		99	99	B	22.4	33	1958	1796	784	402	889	410	665	585	384	176	569	280	444	394	239	91	191	101	147	102
9.00 - 9.30				A	20.9	31	1827	1741	775	397	883	435	686	586	347	154	507	268	418	341	209	60^	204	98	147	99
9.30 - 10.00				A	20.7	32	1809	1684	770	391	872	429	678	581	339	157	502	271	415	335	199	62^	179	85	131	84
MURDER, SHE WROTE	21	207	208	A	25.5	37	2229	1551	804	296	891	168	376	373	428	462	572	124	250	258	296	274	37^	14v	51^	24^
SUN. 8.00P 60 CBS SM		99	99	B	25.7	37	2246	1631	807	307	887	171	381	403	431	434	594	130	276	291	307	269	66	35	84	53
8.00 - 8.30				A	25.3	38	2211	1544	800	294	889	167	369	361	420	469	568	122	242	252	289	279	38^	13v	49^	23^
8.30 - 9.00				A	25.7	37	2246	1556	807	298	890	168	380	379	434	456	576	126	256	260	302	272	39^	16v	51^	26^
MY SISTER SAM	18	155	204	A	15.2	22	1328	1711	813	282	903	313	534	477	370	308	486	184	292	262	187	168	109	52^	213	143
MON. 8.30P 30 CBS CS		87	98	B	18.1	26	1582	1684	794	333	879	298	500	477	382	308	456	165	277	266	203	145	129	80	220	144

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NBC MONDAY NIGHT MOVIES	21	200	201	A	21.0	32	1835	1716	784	270	885	288	542	492	439	278	549	178	358	364	306	141	147	97	135	87
1 MON. 8.00P 120 NBC FF		99	99	B	19.1	29	1669	1679	770	332	866	295	525	483	407	279	543	185	336	317	267	167	150	83	120	90
2 MON. 9.00P 120																										
8.00 - 8.30				A	24.3	35	2124	1887	815	361	942	321	617	540	445	266	469	181	309	292	221	132	193	140	283	194
8.30 - 9.00				A	25.8	37	2255	1880	847	358	957	338	639	545	448	265	465	173	295	307	230	128	207	151	251	163
9.00 - 9.30				A	21.5	31	1879	1727	823	267	907	295	556	506	442	287	525	169	337	352	282	140	159	106	136	86
9.30 - 10.00				A	21.0	31	1835	1680	797	244	887	279	541	504	447	277	549	159	358	368	323	141	157	93	87	50^
10.00 - 10.30				A	16.8	27	1468	1462	642	173^	749	227	392	382	406	281	685	213	455	445	420	160^	28v	12v	LT	LT
10.30 - 11.00				A	16.3	29	1425	1464	638	168^	750	230	391	390	406	275	686	206	471	471	429	152^	28v	12v	LT	LT
NBC NEWS:GREED & POWER(S)			203	A	9.5	17	830	1213	540	213^	558	101^	291^	307^	324^	238^	580	171^	361	388	335	162^	31v	26v	44v	44v
2 WED. 10.00P 60 NBC DN			99																							
10.00 - 10.30				A	9.7	17	848	1255	539	208^	554	98^	307^	328	323^	219^	588	175^	384	404	333	150^	43v	34v	70v	70v
10.30 - 11.00				A	9.2	17	804	1170	545	215^	564	102^	274^	286^	326^	259^	570	166^	339^	373	337^	172^	18v	18v	18v	18v
NBC NEWS:NUCLEAR PWR(S)		174		A	6.3	11	551	1356	420^	258^	483^	178^	288^	247^	233^	195^	837	410^	553	430^	354^	235^	11v	11v	25v	25v
1 WED. 10.00P 60 NBC DN		95																								
10.00 - 10.30				A	7.1	12	621	1361	447	277^	524	214^	327^	271^	237^	197^	790	372^	519	433^	347^	221^	18v	18v	29v	29v
10.30 - 11.00				A	5.5	10	481	1335	379^	229^	422^	129v	235^	214^	228^	187^	892	457^	594	424^	360^	250^	LT	LT	21v	21v
NBC NIGHTLY NEWS-SAT.	20	170	172	A	8.8	18	769	1464	661	149^	703	94^	153^	163^	249	528	615	60^	187	209	241	406	75^	22v	71^	27v
SAT. 6.30P 30 NBC N		93	93	B	9.8	19	857	1468	647	187	707	94	204	244	293	434	639	134	281	279	277	326	42	8	80	44
NBC NIGHTLY NEWS-SUN	14	173	173	A	8.7	16	760	1434	695	201	758	158^	274	285	273	448	646	139^	269	281	331	335	13v	LT	17v	10v
SUN. 6.30P 30 NBC N		93	94	B	7.7	14	673	1487	699	224	752	141	278	306	323	416	613	130	283	290	288	296	54	23	68	46
NBC NIGHTLY NEWS	108	204	203	A	12.0	22	1049	1506	698	202	756	135	265	298	318	421	638	108	247	291	321	331	43^	19^	69	34^
M-F 6.30P 30 NBC N		99	98	B	12.3	22	1075	1478	676	204	739	146	266	291	318	404	628	125	263	275	290	318	45	23	66	41
NBC SUNDAY NIGHT MOVIE	22	199	203	A	15.7	25	1372	1753	838	341	978	352	627	587	496	263	555	189	366	361	301	145	115	64^	105	80^
SUN. 9.00P 120 NBC FF		99	99	B	18.5	29	1617	1755	764	334	869	309	544	500	416	264	613	216	407	390	314	165	151	76	122	91
9.00 - 9.30				A	15.6	23	1363	1911	871	318	1028	388	667	584	501	281	564	197	390	372	302	138	136	69^	183	139
9.30 - 10.00				A	15.6	24	1363	1798	840	320	981	354	624	593	491	268	561	202	382	369	297	136	132	71^	124	93^
10.00 - 10.30				A	15.7	25	1372	1681	823	355	956	341	617	590	494	250	555	177	357	356	317	150	100^	56^	70^	57^
10.30 - 11.00				A	16.0	27	1398	1606	807	367	938	325	601	570	491	252	541	185	337	342	287	157	87^	55^	40^	33^
NEWHART	20	208	206	A	18.8	27	1643	1606	755	292	837	289	488	443	347	296	538	211	336	295	220	172	90	36^	141	96
MON. 9.00P 30 CBS CS		99	99	B	19.7	28	1722	1679	785	344	872	301	507	483	381	301	540	206	361	334	249	154	111	59	156	99
NEWSBREAK-THU(B)		127		A	8.2	12	717	1616	816	246^	866	252^	467	434	349^	357^	581	212^	283^	194^	231^	248^	39v	39v	130^	130^
1 THU. 9.58P 1 CBS N		58																								
NEWSBREAK-M-F	112	156	159	A	11.2	18	979	1532	755	288	826	255	445	420	378	323	550	167	310	300	259	213	72	37^	84	55^
1 M & F 9.58P 1 CBS N		73	73	B	12.1	18	1058	1592	779	305	873	255	449	428	393	365	522	150	282	269	253	210	89	43	108	74
1 TUE. 10.01P 1																										
1 WED. 10.09P 2																										
2 MWF 9.58P 1																										
2 TUE. 9.57P 1																										
NEWSBREAK-SAT.	23	164	161	A	8.4	14	734	1598	827	374	844	216	469	477	413	323	623	169^	371	342	357	232	50v	LT	81^	59^
1 SAT. 9.00P 1 CBS N		78	77	B	8.6	15	752	1678	731	295	814	213	434	443	404	314	630	180	364	361	329	220	94	41	140	97
2 SAT. 9.45P 1																										
NEWSBREAK-SUN.	23	204	167	A	15.5	24	1355	1565	799	323	881	214	432	385	390	404	514	140	265	261	244	201	127	51^	43^	25v
1 SUN. 10.00P 1 CBS N		99	77	B	14.2	21	1241	1566	797	317	891	245	450	441	407	376	531	149	281	282	260	214	77	41	67	45
2 SUN. 9.50P 1																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NIGHT COURT	1		204	A	18.5	28	1617	1719	712	299	808	354	563	481	366	188	578	212	406	383	280	138^	172	92^	161^	128^
2 WED. 9.00P 30 NBC CS			99	B	18.5	28	1617	1719	712	299	808	354	563	481	366	188	578	212	406	383	280	138	172	92	161	128
OHARA	9	189	191	A	11.2	19	979	1814	655	350	753	243	464	421	403	238	675	207	433	388	364	195	133^	55^	253	188
SAT. 9.00P 60 ABC OP		96	95	B	11.3	19	988	1892	669	330	757	248	473	442	390	235	711	242	473	439	365	193	152	59	272	215
9.00 - 9.30				A	10.7	18	935	1817	672	355	771	249	485	430	414	244	645	191	413	378	356	190	134^	62^	267	201
9.30 - 10.00				A	11.7	20	1023	1804	637	339	731	235	442	408	387	233	704	224	455	395	372	197	128^	51^	241	176
OUR HOUSE	20	199	202	A	13.8	22	1206	1949	788	301	918	273	517	491	396	345	597	205	349	304	292	203	197	78^	237	159
SUN. 7.00P 60 NBC GD		97	99	B	13.4	21	1171	1969	797	339	900	273	522	479	406	325	607	205	388	343	298	183	183	109	279	187
7.00 - 7.30				A	13.0	21	1136	1945	783	284	910	261	502	478	389	354	605	210	352	302	296	204	195	82^	235	165
7.30 - 8.00				A	14.5	23	1267	1952	796	316	925	281	527	499	402	340	587	199	341	306	287	201	200	75^	240	156
OUR WORLD	18	193		A	6.2	9	542	1469	712	266^	715	310^	378^	348^	278^	298^	585	197^	306^	292^	272^	225^	49v	49v	120v	96v
1 THU. 8.00P 60 ABC DN		97		B	6.7	10	586	1562	633	252	722	199	333	372	346	306	615	192	354	373	323	202	99	47	126	81
8.00 - 8.30				A	5.8	9	507	1548	717	284^	717	344^	403^	362^	252^	277^	625	246^	361^	310^	280^	207^	70v	70v	136v	111v
8.30 - 9.00				A	6.5	9	568	1400	719	253^	719	285^	357^	339^	299^	318^	548	152^	256^	278^	265^	240^	28v	28v	105v	84v
OUTLAWS	8		192	A	9.3	16	813	1820	721	182^	761	175^	359	331^	368	351	716	226^	370	360	366	299^	69v	LT	274^	100^
2 SAT. 8.00P 60 CBS A			93	B	12.4	21	1084	1772	735	289	806	198	390	419	395	338	725	197	417	413	393	262	75	22	166	95
8.00 - 8.30				A	9.1	16	795	1834	687	164^	732	140^	320^	316^	365	357	691	205^	339^	343^	358	301^	74v	LT	337^	89v
8.30 - 9.00				A	9.5	16	830	1794	754	196^	784	207^	392	344	368	344	735	245^	396	373	370	296^	60v	LT	215^	109^
PEOPLE'S CHOICE AWARDS(S)		207		A	18.7	28	1634	1566	743	313	836	206	394	343	345	406	561	147^	291	286	285	223	129^	43v	40v	29v
1 SUN. 9.00P 120 CBS AC		99																								
9.00 - 9.30				A	19.0	27	1661	1612	746	339	859	235	422	374	348	393	551	149^	303	305	289	200	143^	54^	59^	48^
9.30 - 10.00				A	19.5	28	1704	1570	728	311	838	198	400	345	351	407	546	129^	289	292	297	216	139^	51^	47^	36v
10.00 - 10.30				A	18.7	28	1634	1524	745	310	835	204	384	328	329	416	552	141^	273	262	272	230	110^	31v	27v	18v
10.30 - 11.00				A	17.8	29	1556	1528	743	289	803	186	372	319	347	403	585	174^	298	283	272	238	116^	33v	24v	12v
PERFECT STRANGERS	21	181	208	A	15.9	25	1390	1919	675	260	766	313	545	462	328	186	503	244	378	332	207	100^	221	119	429	297
WED. 8.00P 30 ABC CS		95	98	B	16.2	25	1416	1961	740	311	828	351	579	510	359	196	562	255	421	371	245	113	220	112	351	241
RAGS TO RICHES	2	200	200	A	16.1	24	1407	2043	758	330	889	319	558	527	427	250	557	200	367	369	288	139	258	121	339	265
SUN. 8.00P 60 NBC CS		99	99	B	16.1	24	1407	2043	758	330	889	319	558	527	427	250	557	200	367	369	288	139	258	121	339	265
8.00 - 8.30				A	15.5	23	1355	2016	756	335	879	309	543	516	419	258	569	204	369	371	292	147	242	115	326	256
8.30 - 9.00				A	16.7	24	1460	2060	762	325	898	330	573	533	430	245	543	193	364	369	284	129	271	124	348	271
REAGAN ANALYSIS-CBS(S)			185	A	8.7	13	760	1589	662	165^	720	50v	155^	197^	316^	515	658	137^	243^	304^	283^	330^	89v	LT	122^	74v
2 THU. 8.37P 23 CBS N			94																							
REMINGTON STEELE SPECIAL(S)		170		A	12.2	21	1066	1492	852	369	895	325	538	536	413	258^	371	137^	185^	210^	163^	140^	189^	129^	37v	31v
1 MON. 10.00P 60 NBC PD		95																								
10.00 - 10.30				A	12.6	20	1101	1462	843	359	885	309	528	528	415	259	337	128^	167^	187^	138^	129^	197^	136^	43v	32v
10.30 - 11.00				A	11.8	21	1031	1513	854	379	898	338	546	543	409	254^	407	145^	204^	233^	189^	153^	180^	122^	28v	28v
ROOMIES SPECIAL(S)			206	A	28.9	42	2526	1998	849	317	927	394	634	554	396	241	524	198	340	310	252	152	252	136	295	221
2 THU. 9.11P 30 NBC CS			99																							
SIDEKICKS	15	185		A	11.3	19	988	2099	738	386	837	281	527	432	313	283	688	224^	411	336	401	206^	98^	32v	476	308
1 SAT. 8.00P 30 ABC OP		94		B	10.5	18	918	2088	669	288	754	259	468	428	345	244	682	242	451	413	336	190	174	65	478	342
SIMON & SIMON	9	166		A	10.2	15	891	1791	824	278^	903	220^	496	496	419	359	692	217^	375	272^	297^	262^	93^	65v	103^	87^
1 THU. 9.00P 60 CBS PD		87		B	13.3	19	1162	1655	732	267	835	219	422	439	414	343	589	141	311	313	324	233	109	53	122	79
9.00 - 9.30				A	9.4	14	822	1775	805	276^	875	201^	476	481	413	349	704	230^	395	283^	295^	255^	88v	57v	108^	90^
9.30 - 10.00				A	10.9	16	953	1805	840	279^	924	234^	511	507	425	367	680	204^	352	263^	301	269^	102^	73v	99^	84^

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1987 REPORT

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
60 MINUTES	23	209	209	A	22.6	36	1975	1603	723	241	800	158	324	322	353	425	699	180	334	344	332	306	48^	12v	56^	30^
SUN. 7.00P 60 CBS DN		99	99	B	23.5	36	2054	1613	723	271	786	152	324	350	374	394	713	187	351	369	348	302	47	18	67	40
7.00 - 7.30				A	21.3	35	1862	1596	714	245	790	158	318	319	347	418	700	177	332	353	335	306	52^	16v	54^	31^
7.30 - 8.00				A	24.1	37	2106	1590	723	235	799	155	322	322	354	426	693	181	334	335	326	304	43^	8v	55^	28^
SLEDGE HAMMER	15	181		A	10.9	18	953	2243	657	322	741	249^	483	432	332	214^	874	367	616	458	411	197^	119^	54v	509	349
1 SAT. 8.30P 30 ABC CS		92		B	10.0	17	874	2072	656	282	727	263	466	443	346	212	721	282	514	468	354	168	187	88	437	329
SPENSER: FOR HIRE	19	197	197	A	10.0	19	874	1530	626	317	743	218	394	384	345	289	644	192	374	325	328	211	78^	27v	65^	55^
SAT. 10.00P 60 ABC PD		96	96	B	10.9	19	953	1582	655	319	773	240	432	416	377	278	569	176	331	318	280	197	123	61	117	91
10.00 - 10.30				A	9.9	18	865	1539	616	316	735	206	389	380	357	283	655	197	388	326	334	209	83^	27v	66^	56^
10.30 - 11.00				A	10.0	19	874	1523	638	319	757	236	402	388	334	297	634	191	363	324	320	212	67^	23v	65^	54^
SPIES	3	173	204	A	8.7	13	760	1549	712	263	771	164^	395	378	440	339	562	163^	338	311	323	181^	83^	44v	133^	94^
TUE. 8.00P 60 CBS GD		90	99	B	8.6	13	752	1507	712	248	767	162	376	371	406	347	547	151	327	310	329	179	65	31	128	85
8.00 - 8.30				A	8.8	13	769	1531	721	266	773	139^	392	381	459	340	557	153^	334	307	331	179^	71^	33v	130^	88^
8.30 - 9.00				A	8.7	13	760	1536	689	254	749	183^	385	363	407	331	559	170^	338	312	312	180^	95^	56^	133^	95^
SPORTSBREAK-SAT	23	188	184																							
1 SAT. 9.55P 1 CBS SN		90	90	A	8.2	14	717	1596	757	295	827	241	441	388	371	340	629	209	378	327	334	214	37v	LT	103^	68^
2 SAT. 8.58P 1				B	9.4	16	822	1747	706	290	788	218	419	412	374	308	655	196	393	377	342	220	91	48	213	131
SPORTSBREAK-SUN	23	188	196																							
1 SUN. 8.28P 1 CBS SN		90	91	A	21.8	32	1905	1544	817	289	905	164	368	367	446	479	553	119	226	235	284	279	37^	8v	49^	23^
				B	22.0	32	1923	1630	807	313	888	178	380	402	432	435	597	140	282	297	307	264	61	33	84	50
2 SUN. 8.29P 1																										
STARMAN	1		191	A	9.1	16	795	2112	673	426	918	361	650	522	439	240^	657	285^	500	488	372	137^	166^	24v	371	280^
2 SAT. 8.00P 60 ABC A			96	B	9.1	16	795	2112	673	426	918	361	650	522	439	240	657	285	500	488	372	137	166	24	371	280
8.00 - 8.30				A	8.4	15	734	2304	668	480	991	452	751	541	426	215^	694	277^	528	512	417	147^	161^	19v	458	317^
8.30 - 9.00				A	9.8	17	857	1935	677	377	853	282^	561	499	447	265^	618	289^	474	467	329	124^	167^	26v	297^	247^
STARMAN	17	147		A	8.1	14	708	1917	850	294^	977	325^	672	589	522	214^	638	188^	502	416	408	136^	187^	68v	115^	84v
1 FRI. 10.00P 60 ABC A		89		B	10.7	18	935	1792	705	330	791	294	534	498	405	198	602	215	426	403	332	140	179	88	220	175
10.00 - 10.30				A	7.9	14	690	1987	881	299^	1003	358^	709	598	518	204^	649	186^	512	427	418	137^	208^	82v	127^	85v
10.30 - 11.00				A	8.2	15	717	1854	827	289^	958	298^	641	580	527	226^	629	189^	493	406	402	136^	166^	51v	101^	81v
STINGRAY	1		199	A	16.6	29	1451	1577	732	263	770	212	432	430	421	240	607	228	381	317	284	193	114^	49v	86^	86^
2 FRI. 10.00P 60 NBC A			99	B	16.6	29	1451	1577	732	263	770	212	432	430	421	240	607	228	381	317	284	193	114	49	86	86
10.00 - 10.30				A	16.7	28	1460	1601	726	285	760	211	424	437	418	232	624	246	410	321	290	186^	123^	52^	94^	94^
10.30 - 11.00				A	16.6	29	1451	1538	729	235	770	209	433	420	421	243	582	209	349	310	274	196	107^	47v	79^	79^
TORTELLIS	6		203	A	14.0	22	1224	1580	668	324	765	355	536	406	327	192^	528	193^	376	348	262	120^	196^	108^	91^	91^
2 WED. 9.30P 30 NBC CS			99	B	13.7	21	1197	1630	684	325	761	306	492	414	326	223	541	238	393	336	228	124	167	92	161	114
20/20	19	201	207	A	14.4	24	1259	1410	703	228	808	184	375	369	415	359	503	162	266	248	237	200	43^	15v	56^	39^
THU. 10.00P 60 ABC DN		98	99	B	14.1	23	1232	1443	733	237	819	194	374	397	397	371	551	161	303	304	279	209	42	13	31	18
10.00 - 10.30				A	14.5	23	1267	1395	712	227	807	175	371	382	420	364	496	155	259	255	235	200	37^	12v	55^	39^
10.30 - 11.00				A	14.2	24	1241	1426	692	230	810	195	379	357	409	355	509	172	274	239	237	200	49^	18v	58^	39^
227	18	197	203	A	17.5	29	1530	1870	750	327	918	286	490	393	354	409	514	153	264	238	219	220	152	94	286	203
SAT. 8.30P 30 NBC CS		96	99	B	19.0	32	1661	1832	805	342	936	286	485	440	375	388	467	141	244	220	205	194	151	94	278	197
VALERIE	1		197	A	15.7	23	1372	1882	723	224	817	365	562	482	335	194^	520	265	369	311	187^	111^	226	108^	319	218
2 MON. 8.30P 30 NBC CS			99	B	15.7	23	1372	1882	723	224	817	365	562	482	335	194	520	265	369	311	187	111	226	108	319	218

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
WEBSTER					1		194	A	13.5	22	1180	1859	648	241	772	192^	389	394	401	318	550	206^	344	307	250	161^	143^	123^	394	273
2 FRI.	8.30P	30	ABC	CS			97	B	13.5	22	1180	1859	648	241	772	192	389	394	401	318	550	206	344	307	250	161	143	123	394	273
WEBSTER					19	179		A	12.9	22	1127	1755	734	287	842	272	575	479	428	258	416	186^	280	247	168^	97^	161^	92^	336	249
1 FRI.	8.00P	30	ABC	CS		95		B	14.0	23	1224	1802	711	273	825	252	450	419	353	331	456	152	249	238	196	175	143	89	378	239
WE THE PEOPLE					45	169	195	A	8.8	13	769	1691	692	235	771	189	387	369	357	333	616	205	367	356	285	202	102	53^	202	140
1 MTUTH	8.58P	1	CBS	DO		87	95	B	11.9	17	1040	1732	733	291	824	249	436	421	378	325	561	174	331	314	280	200	108	56	239	155
2 TU&TH	8.58P	1																												
WHO'S THE BOSS?					21	199	211	A	22.8	34	1993	2087	794	414	895	405	653	565	373	190	535	259	407	332	223	94	253	107	404	290
TUE.	8.00P	30	ABC	CS		97	99	B	22.4	34	1958	1943	756	377	851	369	585	519	358	210	534	233	381	342	237	118	224	119	334	219
WIZARD					3	180		A	7.9	12	690	1781	656	330^	711	112^	360^	390^	371^	312^	702	308^	552	356^	319^	150^	98v	59v	270^	197^
1 THU.	8.00P	60	CBS	A		91		B	9.1	13	795	1704	698	279	753	164	363	411	378	301	578	182	341	300	302	212	120	65	253	194
8.00 - 8.30								A	7.7	11	673	1750	664	342^	717	112^	360^	382^	374^	318^	681	286^	524	340^	316^	157^	102v	60v	250^	185^
8.30 - 9.00								A	8.1	12	708	1791	640	314^	697	111^	358^	398	362^	299^	713	324^	573	367^	319^	140^	95v	56v	286^	207^
•LATE FRINGE																														
ABC NEWS:NIGHTLINE					91	198	198	A	5.7	16	498	1201	533	185	585	127^	263	280	297	257	568	141	279	277	317	239	40^	14v	LT	LT
1 MWTHF	11.30P	30	ABC	N		97	97	B	5.8	16	507	1184	548	178	594	129	268	281	300	276	554	137	283	272	300	238	26	12	LT	LT
1 TUE.	11.30P	39																												
2 M-TH	11.30P	30																												
2 FRI.	11.30P	31																												
11.30 - 12.00								A	5.7	16	498	1217	535	187	589	130^	269	281	296	258	576	142	282	283	319	241	42^	14v	10v	10v
12.00 - 12.30								A	5.6	20	489	963	578	223^	578	88v	161^	280^	421^	298^	385^	46v	166^	178^	339^	207^	LT	LT	LT	LT
ABC WEEKEND REPORT-SAT.					20	140	139	A	2.2	6	192	1469	505^	177v	645^	197^	375^	276^	277^	270^	824	105v	329^	307^	542^	480^	LT	LT	LT	LT
SAT.	11.30P	15	ABC	N		78	78	B	2.4	8	210	1169	587	231	632	159	325	324	301	279	473	107	216	203	232	237	40	LT	24	24
ABC WEEKEND REPORT-SUN.					22	152	152	A	2.6	9	227	1247	383^	432^	679	300^	444^	384^	285^	181^	568^	184^	423^	440^	322^	128v	LT	LT	LT	LT
SUN.	11.30P	15	ABC	N		85	85	B	2.6	9	227	1046	452	280	540	159	285	320	262	195	478	125	270	263	246	170	LT	LT	LT	LT
CBS LATE NIGHT I					101	182	183	A	4.7	18	411	1148	595	239	669	251	351	337	298	233	458	166^	221	187	150^	213	LT	LT	14v	14v
1 M-W	11.30P	66	CBS	FF		91	90	B	4.8	17	420	1216	578	240	660	204	358	348	324	238	474	142	265	232	231	181	47	21	35	14
2 MON.	11.30P	66																												
2 TU & W	11.30P	65																												
11.30 - 12.00								A	4.8	16	420	1236	636	244	721	300	392	338	293	245	466	167	234	191	167	213	17v	LT	32v	32v
12.00 - 12.30								A	4.6	20	402	1129	587	259	667	234	346	355	317	230	462	169^	213	184	139^	222	LT	LT	LT	LT
12.30 - 1.00								A	4.4	23	385	912	496	172^	509	127^	218	255	245	241	403	154^	227	177^	122^	155^	LT	LT	LT	LT
CBS LATE NIGHT II					110	183	183	A	3.2	20	280	868	454	161^	486	107^	218^	279	264	193^	382	136^	204^	190^	125^	157^	LT	LT	LT	LT
MON.	12.36A	50	CBS	FF		91	90	B	3.2	18	280	1062	518	203	572	183	304	311	270	207	434	138	259	217	208	155	31	LT	25	LT
1 TUE.	12.36A	49																												
1 WED.	12.36A	47																												
2 TUE.	12.35A	50																												
2 WED.	12.35A	44																												
12.30 - 1.00								A	3.3	18	288	951	497	205^	535	136^	243	320	288	205^	416	148^	218^	201^	133^	177^	LT	LT	LT	LT
1.00 - 1.30								A	3.0	21	262	809	413	119^	443	73^	183^	241^	248^	187^	366	129^	202^	187^	123^	145^	LT	LT	LT	LT
CBS NCAA BSKBL CHAMP-THU.(S)						203		A	3.6	15	315	1962	816^	401^	889	511^	697^	481^	333^	143v	964	430^	805^	486^	475^	128v	43v	LT	66v	51v
1 THU.	11.30P	125	CBS	SE		98																								
11.30 - 12.00								A	5.0	15	437	1618	698	229^	698	344^	510^	382^	276^	188^	724	212^	548^	399^	420^	147v	65v	LT	131v	101v
12.00 - 12.30								A	3.8	14	332	2105	788^	484^	1080	739^	882	509^	306^	126v	859	291^	623^	505^	497^	145v	78v	LT	88v	67v
CONT'D																														

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																										
CBS NCAA BSKBL CHA-CONT'D																										
12.30 - 1.00				A	3.1	15	271	2089	1014^	616^	1014^	627^	821^	562^	339^	128v	1052	524^	938^	535^	495^	114v	23v	LT	LT	LT
1.00 - 1.30				A	2.7	16	236	2326	817^	389^	817^	384^	642^	505^	433^	98v	1509	958^	1412	556^	551^	97v	LT	LT	LT	LT
CBS NCAA BSKBL POST-THU.(S)		203		A	2.0	15	175	1303^	846^	223v	846^	274v	674^	640^	572^	126v	457^	85v	457^	457^	372v	LT	LT	LT	LT	LT
1 THU. 1.35A 25 CBS SC		98																								
CBS NCAA BSKBL CHAMP-FRI.(S)		202		A	4.1	15	358	1617	584^	310^	706^	335^	463^	377^	343^	198v	797	257^	644^	522^	453^	132v	114v	LT	LT	LT
1 FRI. 11.30P 129 CBS SE		97																								
11.30 - 12.00				A	5.8	15	507	1546	707	430^	797	305^	441^	397^	430^	310^	661	195^	465^	401^	327^	163^	88v	LT	LT	LT
12.00 - 12.30				A	4.1	13	358	1732	573^	344^	780	430^	563^	393^	350^	180v	838	257^	670^	530^	509^	143v	114v	LT	LT	LT
12.30 - 1.00				A	3.4	14	297	1741	579^	319^	747^	410^	582^	458^	337^	121v	856^	252^	752^	601^	551^	104v	138v	LT	LT	LT
1.00 - 1.30				A	3.3	17	288	1580	470^	129v	546^	282^	347^	288^	232v	133v	857^	301^	707^	611^	500^	112v	177v	LT	LT	LT
1.30 - 2.00				A	3.2	19	280	1368	296^	43v	296^	74v	165v	165v	173v	131v	1072	494^	1018	690^	524^	54v	LT	LT	LT	LT
CBS NCAA BSKBL POST-FRI.(S)		202		A	2.5	15	219	1256^	214v	50v	214v	37v	119v	119v	151v	95v	1042^	440^	965^	636^	525^	77v	LT	LT	LT	LT
1 FRI. 1.39A 12 CBS SC		97																								
CBS NCAA BSKBL CHMP TH 2(S)			207	A	3.3	16	288	1201	291^	111v	298^	76v	153v	159v	163v	139v	833^	250^	632^	586^	441^	188v	70v	LT	LT	LT
2 THU. 11.49P 129 CBS SE			99																							
11.30 - 12.00				A	4.5	14	393	1127	377^	156v	377^	46v	135v	203^	272^	174v	738	168v	440^	555^	448^	183^	12v	LT	LT	LT
12.00 - 12.30				A	3.8	14	332	1136	238^	76v	238^	39v	103v	103v	135v	135v	747^	219^	548^	546^	392^	199v	151v	LT	LT	LT
12.30 - 1.00				A	3.1	15	271	1288	262v	100v	262v	37v	118v	118v	152v	144v	905^	289^	698^	619^	450^	207v	121v	LT	LT	LT
1.00 - 1.30				A	3.0	17	262	1237	283^	85v	283^	87v	153v	153v	146v	130v	954^	362^	786^	592^	424^	168v	LT	LT	LT	LT
1.30 - 2.00				A	2.9	20	253	1142	345^	178v	372^	170v	253v	253v	162v	119v	770^	173v	612^	612^	495^	158v	LT	LT	LT	LT
CBS NCAA BSKBL CHMP FR 2(S)			208	A	5.2	29	454	903	152v	LT	152v	91v	103v	103v	26v	49v	749	225^	482^	544^	375^	154v	LT	LT	LT	LT
2 FRI. 12.55A 135 CBS SE			99																							
1.00 - 1.30				A	5.5	24	481	1048	212^	LT	212^	96v	119v	119v	64v	93v	836	235^	533^	566^	414^	187^	LT	LT	LT	LT
1.30 - 2.00				A	5.6	28	489	847	145v	LT	145v	115v	145v	145v	30v	LT	702	232^	481^	561^	390^	80v	LT	LT	LT	LT
2.00 - 2.30				A	5.5	33	481	977	167^	LT	167^	79v	79v	79v	LT	88v	810	278^	521^	570^	356^	176^	LT	LT	LT	LT
2.30 - 3.00				A	4.8	34	420	726	74v	LT	74v	74v	74v	74v	LT	LT	652^	169v	411^	507^	338^	145v	LT	LT	LT	LT
3.00 - 3.30				A	3.1	28	271	609^	59v	LT	59v	59v	59v	59v	LT	LT	550^	155v	362^	362^	207v	188v	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-1	111	49	50	A	1.1	11	96	385^	270^	LT	312^	115v	156v	177v	83v	135v	73v	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-THSU 2.00A 30 CBS N		44	46	B	1.1	11	96	520	259	123	316	68	151	138	180	154	196	LT	124	116	104	69	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-2	114	67	69	A	1.3	15	114	377^	237^	106v	281^	114v	176^	176^	97v	105v	96v	LT	96v	96v	96v	LT	LT	LT	LT	LT
M-THSU 2.30A 30 CBS N		61	64	B	1.3	16	114	495	239	84	280	71	136	142	135	130	203	LT	131	133	137	63	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-3	114	83	87	A	1.2	19	105	324^	210^	133v	248^	LT	86v	143v	123v	105v	57v	LT	57v	57v	LT	LT	LT	LT	LT	LT
M-THSU 3.00A 180 CBS N		75	77	B	1.1	20	96	427	186	83	235	58	86	92	80	131	170	LT	77	70	57	91	LT	LT	LT	LT
3.00 - 3.30				A	1.4	19	122	525^	329^	231^	419^	132v	173^	279^	197^	140v	65v	LT	65v	65v	LT	LT	41v	41v	LT	LT
3.30 - 4.00				A	1.3	19	114	412^	281^	150v	325^	80v	80v	185^	140v	140v	LT	LT	LT	LT	LT	LT	61v	61v	LT	LT
4.00 - 4.30				A	1.2	20	105	248^	191^	96v	191^	LT	48v	96v	96v	95v	57v	LT	57v	57v	LT	LT	LT	LT	LT	LT
4.30 - 5.00				A	1.1	19	96	198^	136v	74v	136v	LT	LT	73v	73v	63v	62v	LT	62v	62v	LT	LT	LT	LT	LT	LT
5.00 - 5.30				A	1.1	20	96	240^	126v	53v	126v	LT	LT	73v	73v	53v	114v	LT	114v	114v	94v	LT	LT	LT	LT	LT
5.30 - 6.00				A	1.0	17	87	207^	161v	81v	161v	LT	81v	81v	81v	80v	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
CBS SUNDAY NEWS-OSGOOD	21	111	119	A	4.3	9	376	1077	630	96v	643	149^	274^	328^	297^	302^	434	51v	189^	201^	248^	220^	LT	LT	LT	LT
1 SUN. 11.01P 15 CBS N		61	67	B	4.8	10	420	1293	680	201	742	204	341	338	311	355	509	141	265	261	236	224	23	LT	19	LT
2 SUN. 11.00P 15																										
DAVID LETTERMAN I	88	204	204	A	4.1	20	358	1059	455	210	503	118^	278	302	266	167^	503	296	414	234	179^	65^	25v	16v	28v	16v
CONT'D																										

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LATE FRINGE CONT'D																										
DAVID LETTERMAN I-CONT'D																										
1 M-TH 12.30A 30 NBC GV		99	99	B	4.2	20	367	1177	462	224	590	238	371	297	252	165	523	252	408	311	229	85	41	13	23	18
2 M-W 12.30A 30																										
2 THU. 12.41A 30																										
DAVID LETTERMAN II	88	204	204	A	3.2	20	280	957	382	211^	468	118^	279	287	257	146^	414	224^	328	222^	155^	50v	43v	32v	32v	32v
1 M-TH 1.00A 30 NBC GV		99	99	B	3.3	21	288	1084	390	198	524	223	344	279	220	135	501	262	400	283	204	72	36	LT	23	19
2 M-W 1.00A 30																										
2 THU. 1.11A 30																										
FRIDAY NIGHT VIDEOS	22	190	189	A	3.8	18	332	1172	671	410^	699	301^	427	434	284^	211^	464	141^	344^	352^	323^	112^	LT	LT	LT	LT
FRI. 12.30A 90 NBC PC		97	97	B	3.9	19	341	1111	447	225	543	261	382	339	230	124	363	195	297	239	153	52	169	96	36	32
12.30 - 1.00				A	4.8	19	420	1433	779	426	829	358	527	493	328^	222^	583	134^	414	437	449	146^	21v	21v	LT	LT
1.00 - 1.30				A	3.9	19	341	968	537	390^	560	255^	355^	370^	217^	166^	408^	173^	320^	320^	235^	88v	LT	LT	LT	LT
1.30 - 2.00				A	2.7	16	236	1017	669	412^	674	275^	365^	415^	297^	259^	343^	115v	258^	258^	228^	85v	LT	LT	LT	LT
G MICHAELS SPORTS MACHINE	24	83	86	A	1.9	6	166	1066	506^	301^	506^	67v	265^	506^	439^	LT	536^	217v	289^	193v	120v	247^	LT	LT	LT	LT
SUN. 11.30P 15 NBC SC		51	53	B	2.1	7	184	967	468	188	490	111	288	339	294	122	450	176	305	263	196	125	LT	LT	LT	LT
SAT NIGHT'S MAIN EVENT 9(S)		198		A	11.6	33	1014	1731	528	260^	585	251^	403	336	247^	128^	625	257^	442	453	306	133^	284	44v	237^	183^
1 SAT. 11.30P 84 NBC CV		99																								
11.30 - 12.00				A	12.7	32	1110	1678	540	262	562	180^	349	349	283	149^	641	266	425	458	300	154^	262	17v	213^	164^
12.00 - 12.30				A	11.5	33	1005	1739	527	285	601	287	443	331	241^	109^	582	226^	408	417	301	125^	285	39v	271^	213^
12.30 - 1.00				A	10.4	35	909	1781	505	218^	591	312	431	317	197^	117^	650	276^	509	494	319	112^	318	86^	222^	169^
SATURDAY NIGHT	15		196	A	8.4	27	734	1767	520	297^	794	488	695	497	283^	62v	733	431	648	520	274^	58v	184^	62v	56v	56v
2 SAT. 11.30P 78 NBC GV			99	B	7.7	23	673	1555	550	283	678	359	504	410	233	133	595	317	473	392	229	94	195	77	87	68
11.30 - 12.00				A	9.8	28	857	1614	503	296^	628	334	534	429	265^	73v	743	404	638	554	300^	73v	181^	75v	62v	62v
12.00 - 12.30				A	8.0	26	699	1861	521	301^	887	571	791	538	300^	50v	757	467	690	541	275^	43v	167^	40v	50v	50v
12.30 - 1.00				A	6.7	25	586	1968	566	292^	1022	699	902	587	303^	61v	659	431^	592	397^	211^	49v	232^	77v	55v	55v
TONIGHT SHOW	110	202	202	A	7.1	23	621	1256	611	232	673	143	281	321	348	317	540	210	348	270	257	174	32^	13v	11v	8v
1 M-F 11.30P 60 NBC GV		99	99	B	7.1	23	621	1309	624	229	699	203	348	338	333	282	513	179	324	288	254	160	65	29	32	20
2 MTUWF 11.30P 60																										
2 THU. 11.41P 60																										
11.30 - 12.00				A	7.6	22	664	1268	625	224	682	166	313	340	345	302	551	214	345	279	258	186	30^	12v	LT	LT
12.00 - 12.30				A	6.7	25	586	1218	596	234	656	119	243	293	344	333	520	199	346	261	258	159	30^	11v	12v	9v
12.30 - 1.00				A	6.5	29	568	1030	512	97v	512	51v	192^	239^	343^	273^	314^	235^	265^	127^	79v	49v	21v	LT	183^	43v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			187	A	6.6	18	577	1407	601	235^	745	210^	489	449^	421^	194^	266^	54v	86v	117v	164^	149^	233^	159^	163^	108v
2 WED. 4.00P 60 ABC FV			95																							
4.00 - 4.30				A	6.3	19	551	1339	513	228^	689	231^	452^	396^	346^	181^	216^	35v	55v	75v	149^	141^	234^	163^	200^	131^
4.30 - 5.00				A	6.8	18	594	1481	687	240^	803	194^	527	500	493	208^	312^	72v	112v	154^	179^	158^	236^	156^	130^	85v
ABC DAYTIME NEWSBRIEF-M-F	108	204	204	A	7.3	25	638	1196	748	160	806	357	569	515	354	189	253	85^	113	105^	62^	136	69^	53^	68^	8v
M-F 2.58P 1 ABC N		98	98	B	7.3	25	638	1241	758	194	848	382	584	519	344	209	252	89	136	112	88	107	71	58	70	23
ABC WORLD NEWS-MORN-615A	109	110	112	A	1.5	13	131	1282	573	313^	611	122v	366^	427^	396^	184^	641	160^	351^	358^	313^	253^	LT	LT	LT	LT
M-F 6.15A 15 ABC N		75	75	B	1.3	13	114	1093	516	260	549	127	326	369	363	157	485	93	217	282	277	191	LT	LT	LT	LT
ABC WORLD NEWS-MORN-645A	108	163	169	A	2.7	16	236	1199	585	275^	606	76^	318	390	423	216^	530	90^	251^	293	309	207^	LT	LT	51v	LT
M-F 6.45A 15 ABC N		91	93	B	2.5	18	219	1183	630	312	663	119	378	420	449	223	440	101	240	258	239	164	27	LT	53	LT
ALL MY CHILDREN	108	212	212	A	6.9	23	603	1249	765	216	862	412	614	503	327	203	249	105^	140	118	63^	106^	35^	27v	103^	17v
CONT'D																										

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WEEKDAY DAYTIME CONT'D																										
ALL MY CHILDREN-CONT'D																										
M-F 1.00P 60 ABC DD		99	99	B	7.0	23	612	1280	806	256	906	454	681	576	340	184	234	114	160	121	72	68	48	38	92	29
1.00 - 1.30				A	6.5	22	568	1264	764	211	872	416	622	509	336	206	255	107^	141	123	65^	110^	30v	26v	107^	16v
1.30 - 2.00				A	7.2	24	629	1235	774	220	859	414	613	502	317	201	244	103^	137	113	61^	105^	36^	25v	96^	14v
AMERICAN TREASURY	67	194	197	A	5.1	16	446	1294	753	152^	863	205	425	365	432	367	206	63^	101^	71^	99^	92^	92^	69^	133^	67^
MWF 3.58P 1 CBS DO		93	93	B	5.5	17	481	1357	792	183	908	240	448	397	409	396	237	85	131	98	100	84	127	82	85	46
ANOTHER WORLD	107	203	203	A	5.3	18	463	1339	811	196	905	267	506	438	413	341	262	99^	159	117^	107^	96^	72^	62^	100^	28v
M-F 2.00P 60 NBC DD		99	99	B	5.2	18	454	1400	866	213	973	307	524	464	436	377	268	102	152	103	109	98	75	62	84	30
2.00 - 2.30				A	5.3	18	463	1341	827	200	927	281	534	456	425	335	274	99^	166	126^	117^	101^	51^	47^	89^	26v
2.30 - 3.00				A	5.3	18	463	1326	793	186	880	251	478	419	399	347	251	96^	150	104^	100^	96^	87^	77^	108^	29v
AS THE WORLD TURNS	112	203	206	A	7.3	25	638	1252	818	195	912	270	457	381	365	395	259	52^	80^	75^	118	169	34^	27v	47^	21v
M-F 1.30P 60 CBS DD		98	99	B	7.0	23	612	1256	829	185	940	247	432	401	381	436	242	65	105	82	98	126	33	24	41	17
1.30 - 2.00				A	7.4	25	647	1266	818	196	916	270	452	373	354	405	273	50^	83^	78^	124	181	31^	25v	46^	20v
2.00 - 2.30				A	7.1	24	621	1232	821	186	913	273	463	388	372	390	239	50^	73^	70^	109^	157	35^	28v	45^	18v
BEFORE HOURS	15	106	107	A	.5	5	44	727^	409^	296v	432^	LT	136v	296v	341v	136v	250v	LT	LT	LT	LT	159v	LT	LT	LT	LT
M-F 6.15A 15 NBC N		71	71	B	.5	5	44	813	447	341	464	LT	253	366	350	LT	317	LT	171	204	147	LT	LT	LT	LT	LT
BLOCKBUSTERS	55	144	144	A	2.8	12	245	1490	710	171^	780	196^	318	336	298	424	392	175^	184^	94^	86^	180^	114^	65v	204^	74^
M-F 10.30A 30 NBC QG		75	75	B	2.9	12	253	1281	720	124	775	228	328	310	261	404	333	85	117	101	107	196	54	30	119	33
CAPITOL	111	190	194	A	5.6	19	489	1139	756	165	850	274	461	368	356	343	202	57^	70^	53^	82^	127^	58^	49^	29v	10v
M-F 2.30P 30 CBS DD		92	93	B	5.3	18	463	1224	797	203	920	279	479	423	394	373	204	75	110	81	78	84	56	36	44	22
CBS MORNING NEWS- 6:30AM	50	139	138	A	1.5	12	131	1221	618	251^	641	160^	298^	275^	298^	336^	535	153^	275^	282^	260^	237^	LT	LT	LT	LT
M-F 6.30A 30 CBS N		84	83	B	1.5	13	131	1237	619	231	642	145	256	249	250	365	543	110	235	250	270	277	LT	LT	LT	LT
CBS MORNING NEWS- 7:00AM	50	201	201	A	2.7	13	236	1216	713	216^	793	128^	335	385	410	370	390	55v	156^	165^	241^	212^	LT	LT	21v	21v
M-F 7.00A 30 CBS N		98	98	B	2.7	14	236	1245	680	228	748	158	331	340	322	366	436	69	158	182	220	240	LT	LT	43	37
DAYS OF OUR LIVES	108	209	208	A	7.0	23	612	1369	839	192	920	300	485	412	359	368	280	87^	148	121	119	117	87^	74^	82^	23v
M-F 1.00P 60 NBC DD		99	99	B	7.1	23	621	1484	857	221	969	336	539	456	397	366	350	140	200	140	132	121	94	79	71	26
1.00 - 1.30				A	6.7	22	586	1375	839	192	921	293	473	413	359	378	275	78^	139	113^	121	121	90^	79^	89^	30v
1.30 - 2.00				A	7.3	24	638	1351	835	189	916	304	492	408	358	362	280	96^	154	123	114	114	80^	71^	75^	17v
FAME,FORTUNE AND ROMANCE	108	148	147	A	2.2	9	192	1047	552	172^	693	271^	412	380	266^	235^	224^	100^	120^	99^	98^	104^	36v	LT	94^	LT
M-F 11.00A 30 ABC CC		76	76	B	2.4	10	210	1141	652	197	753	272	470	450	342	233	262	113	170	113	99	89	35	LT	91	34
GENERAL HOSPITAL	104	208	209	A	8.2	27	717	1250	769	150	830	350	548	487	342	226	252	71^	126	114	91^	122	87^	80^	81^	31^
M-F 3.00P 60 ABC DD		99	99	B	8.4	27	734	1293	780	208	881	396	583	517	343	230	224	74	127	105	87	92	102	85	86	34
3.00 - 3.30				A	8.1	27	708	1232	774	143	835	350	552	492	345	227	252	69^	123	112	90^	126	72^	69^	73^	22v
3.30 - 4.00				A	8.2	26	717	1276	775	158	832	353	547	490	341	225	254	74^	132	115	93^	118	101	94^	89^	40^
GOOD MORNING, AMERICA-730	108	209	209	A	4.8	21	420	1231	696	219	753	198	374	361	324	329	381	73^	155^	169	191	203	21v	LT	76^	38v
M-F 7.30A 30 ABC N		99	99	B	4.4	21	385	1207	693	224	750	191	393	427	366	288	351	89	175	172	159	164	39	23	67	35
GOOD MORNING, AMERICA-830	108	207	207	A	4.5	19	393	1201	718	140^	756	208	351	319	301	366	333	66^	125^	115^	171^	190	25v	LT	87^	28v
M-F 8.30A 30 ABC N		99	99	B	4.6	20	402	1158	717	163	765	182	366	383	354	347	318	64	128	112	145	178	18	LT	57	17
GUIDING LIGHT	111	203	206	A	6.1	20	533	1205	756	151	852	216	408	358	380	383	197	50^	73^	47^	83^	114^	90^	62^	66^	32v
M-F 3.00P 60 CBS DD		98	99	B	6.4	21	559	1327	805	184	929	237	454	411	420	409	230	77	117	87	90	94	109	71	59	33
3.00 - 3.30				A	6.0	20	524	1198	768	148	867	226	427	374	388	381	189	48^	63^	38^	76^	116^	98^	60^	44^	17v
3.30 - 4.00				A	6.1	20	533	1205	750	154	844	209	395	341	376	390	198	48^	77^	53^	86^	112^	80^	63^	83^	43^

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
LOVING	M-F	12.30P	30	ABC	DD	108	180	181	A	4.0	14	350	1343	793	191^	937	377	616	464	360	283	243	75^	91^	94^	76^	140^	43v	29v	120^	LT
							91	91	B	4.0	14	350	1420	841	255	953	419	669	539	350	257	278	91	151	130	109	115	67	47	122	35
MAIN STREET 6(S)	1 TUE.	4.00P	60	NBC	CN		159		A	4.6	12	402	1557	583^	303^	698	262^	403^	277^	266^	262^	518^	297^	386^	137v	184^	132v	92v	44v	249^	56v
		4.00 - 4.30					90		A	4.8	13	420	1683	597^	243^	666	242^	380^	310^	288^	225^	529^	296^	419^	173^	209^	110v	85v	31v	403^	48v
		4.30 - 5.00							A	4.4	11	385	1395	561^	361^	720^	279^	424^	237^	239^	296^	496^	293^	346^	94v	153v	150v	101v	59v	78v	59v
MORNING PROGRAM	M-F	7.30A	90	CBS	N	50	201	201	A	2.6	11	227	1207	693	119^	785	141^	286^	296^	300^	449	366	35v	92^	79^	189^	265^	LT	LT	39v	LT
							98	98	B	2.7	12	236	1213	708	143	778	155	299	307	304	433	375	64	125	117	169	226	23	LT	37	24
		7.30 - 8.00							A	2.6	11	227	1211	734	176^	797	142^	282^	343	321	436	343	35v	100^	106^	207^	229^	27v	LT	44v	26v
		8.00 - 8.30							A	2.5	11	219	1169	653	105^	744	92^	255^	270^	297^	451	374	32v	82^	68v	196^	282^	LT	LT	42v	LT
		8.30 - 9.00							A	2.6	11	227	1233	718	71v	819	181^	317	278^	287^	471	375	36v	84^	61v	162^	283^	LT	LT	35v	LT
NBC NEWS AT SUNRISE	M-F	6.00A	30	NBC	N	110	191	191	A	2.9	23	253	1190	637	213^	728	191^	385	360	359	284	423	75^	183^	265^	246^	158^	LT	LT	28v	20v
							97	97	B	2.4	19	210	1087	528	228	570	77	274	298	321	252	481	125	285	308	274	159	LT	LT	LT	LT
NBC NEWS DIGEST-DAYTIME	MWF	2.57P	1	NBC	N	66	190	192	A	4.6	16	402	1326	803	169^	872	264	480	420	386	324	255	120^	159^	105^	73^	90^	75^	69^	124^	55^
							95	95	B	4.4	15	385	1345	817	190	929	292	491	436	414	363	251	92	130	89	97	101	78	68	87	34
NEW CARD SHARKS	M-F	10.30A	30	CBS	QP	111	170	172	A	4.3	18	376	1210	693	136^	735	176^	280	266	282	391	353	120^	138^	109^	140^	182	12v	LT	110^	56^
							85	85	B	4.1	17	358	1242	694	149	764	198	304	313	288	393	327	81	142	126	156	165	35	24	116	62
NEWSBREAK-11.57	M-F	11.57A	2	CBS	N	112	177	178	A	6.0	23	524	1260	687	168	758	199	330	268	276	397	359	99^	137	145	170	189	19v	17v	124^	55^
							84	85	B	6.6	26	577	1283	683	171	784	192	330	298	303	409	351	93	147	117	156	181	47	25	101	42
NEWSBREAK-3.44	1 MON.	3.42P	1	CBS	N	110	190	191	A	5.2	17	454	1141	728	160	814	198	379	346	372	369	180	39^	70^	55^	93^	102^	61^	51^	86^	51^
	TUE.	3.44P	1				94	95	B	5.9	19	516	1314	788	189	909	240	441	397	396	406	231	84	123	92	92	88	106	73	68	38
	1 WED.	3.43P	1																												
	1 THU.	3.39P	1																												
	1 FRI.	3.40P	1																												
	2 M & TH	3.40P	1																												
	2 WED.	3.45P	1																												
	2 FRI.	3.43P	1																												
ONE LIFE TO LIVE	M-F	2.00P	60	ABC	DD	106	209	209	A	7.1	24	621	1195	730	161	801	332	552	489	359	210	264	88^	125	120	61^	135	58^	40^	72^	11v
							99	99	B	7.2	25	629	1249	771	202	863	382	603	534	359	208	247	90	135	110	82	104	62	49	77	24
		2.00 - 2.30							A	6.8	23	594	1184	725	159	798	327	547	476	357	216	264	89^	129	127	57^	131	44^	25v	78^	10v
		2.30 - 3.00							A	7.4	26	647	1187	730	164	793	333	552	497	356	200	260	87^	121	112	63^	136	69^	53^	65^	11v
PRICE IS RIGHT 1	M-F	11.00A	30	CBS	AP	110	206	207	A	6.5	27	568	1338	729	146	786	206	347	301	311	390	394	133	183	164	168	175	27v	21v	131	38^
							99	99	B	6.4	26	559	1315	717	158	806	207	345	329	315	407	343	89	158	132	158	162	48	28	118	49
PRICE IS RIGHT 2	M-F	11.30A	30	CBS	AP	111	206	207	A	7.8	31	682	1255	712	134	775	208	346	310	295	383	333	78^	117	123	157	183	22v	21v	125	45^
							99	99	B	7.9	32	690	1283	706	158	794	194	336	321	316	406	341	82	143	116	156	178	46	26	102	43
RYAN'S HOPE	M-F	12.00N	30	ABC	DD	107	165	165	A	2.8	10	245	1224	719	155^	833	303	539	429	379	273^	229^	49v	61v	57v	82^	163^	56v	32v	106^	LT
							84	81	B	2.8	10	245	1202	712	212	814	324	530	448	322	260	224	79	108	80	84	110	58	41	106	28
SALE OF THE CENTURY	M-F	10.00A	30	NBC	QG	55	164	164	A	3.7	15	323	1399	774	151^	830	161^	288	325	312	487	381	140^	168^	106^	92^	185^	70^	34v	118^	40v
							84	84	B	3.7	15	323	1264	742	118	809	219	330	299	260	437	328	84	118	96	92	194	48	27	79	31
SANTA BARBARA	M-F	3.00P	60	NBC	DD	107	196	196	A	4.4	14	385	1571	804	215	932	374	553	441	333	335	287	116^	163^	135^	101^	111^	115^	77^	237	58^
							97	97	B	4.4	14	385	1389	813	159	891	340	483	393	332	358	272	99	139	94	91	129	104	76	122	65
		3.00 - 3.30							A	4.4	15	385	1538	816	196	919	361	540	443	320	338	283	114^	159^	128^	99^	112^	107^	70^	229	55^
		3.30 - 4.00							A	4.4	14	385	1579	775	222	931	379	556	431	339	331	285	120^	164^	131^	96^	112^	123^	86^	240	58^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME	WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																															
SCRABBLE						106	198	198	A	5.2	21	454	1218	687	147^	767	150^	240	254	288	466	328	68^	117^	135^	168	158	39^	22v	84^	24v
	M-F	11.30A	30	NBC	QG		97	97	B	5.1	20	446	1249	726	146	791	184	308	295	302	430	324	77	114	105	131	179	51	33	83	31
SUPER PASSWORD						107	160	160	A	3.8	14	332	1310	752	217	852	198^	298	294	357	476	290	72^	85^	90^	118^	163^	72^	42v	96^	34v
	M-F	12.00N	30	NBC	QG		77	77	B	3.7	14	323	1259	721	133	813	173	291	268	324	467	289	72	100	79	111	169	86	52	71	35
TODAY SHOW-7.30AM						109	205	205	A	5.6	24	489	1215	664	215	676	133^	250	288	292	374	489	111^	225	229	235	215	19v	LT	31v	26v
	M-F	7.30A	30	NBC	N		99	99	B	5.3	26	463	1236	702	224	737	153	346	365	350	340	438	82	197	207	230	202	21	LT	40	32
TODAY SHOW-8.30AM						109	205	205	A	5.5	24	481	1164	683	137^	725	132^	256	278	286	418	376	62^	152	167	200	178	15v	LT	48^	19v
	M-F	8.30A	30	NBC	N		99	99	B	5.4	24	472	1211	753	160	792	175	331	333	303	409	360	70	144	151	169	181	16	LT	43	24
$25,000 PYRAMID						109	175	176	A	4.0	17	350	1114	697	114^	729	175^	261	226	256	417	248	69^	82^	82^	93^	137^	LT	LT	129^	69^
	M-F	10.00A	30	CBS	QP		90	90	B	3.9	16	341	1192	715	152	788	197	315	303	293	420	273	77	122	109	119	130	24	18	107	52
WEBSTER M-F						59	149	150	A	2.3	9	201	1164	661	204^	746	349	543	398	309^	203^	214^	134^	168^	129^	45v	46v	65v	34v	139^	60v
	M-F	11.30A	30	ABC	CS		80	80	B	2.2	8	192	1197	598	194	653	297	474	389	260	164	218	96	147	116	84	65	80	48	246	108
WHEEL OF FORTUNE						106	208	209	A	6.5	27	568	1340	759	146	851	187	285	301	324	493	316	72^	110^	97^	113^	178	73^	59^	100^	29v
	M-F	11.00A	30	NBC	QG		99	99	B	6.4	26	559	1260	743	130	807	185	311	303	304	444	319	68	110	92	120	190	50	31	84	31
WORDPLAY						59	148	148	A	3.4	12	297	1273	716	195^	828	226^	334	324	350	410	303	84^	118^	101^	145^	172^	41v	27v	101^	24v
	M-F	12.30P	30	NBC	QG		79	79	B	3.6	12	315	1380	737	187	834	261	351	312	316	410	325	80	126	103	148	185	95	50	126	64
YOUNG AND THE RESTLESS						111	207	208	A	8.0	29	699	1237	809	173	891	291	488	409	348	364	251	69^	91^	76^	90^	144	30^	26^	65^	27^
	M-F	12.30P	60	CBS	DD		99	99	B	8.1	29	708	1255	809	195	916	289	485	420	368	380	253	72	120	95	99	118	33	19	53	21
		12.30 - 1.00							A	7.9	29	690	1230	799	161	878	285	478	412	344	362	261	75^	98^	75^	90^	147	31^	28^	60^	25v
		1.00 - 1.30							A	8.1	29	708	1236	809	177	899	294	493	404	351	367	239	58^	82^	71^	93^	144	32^	28^	66^	28^
•WEEKEND DAYTIME																															
ABC WEEKEND SPECIALS						23	173	178	A	3.7	13	323	1347	491	226^	547	284^	306^	188^	146^	177^	196^	139^	196^	81v	57v	LT	109v	84v	495	273^
	SAT.	12.00N	30	ABC	FV		89	91	B	3.9	13	341	1736	404	173	472	262	340	292	161	106	295	162	224	170	87	62	174	112	795	475
ABC WIDE WORLD-SPORTS SAT						13	204	205	A	5.2	13	454	1482	592	185^	663	146^	288^	290^	358	322	658	196^	346	298^	280^	300^	41v	LT	120^	65v
	1 SAT.	4.30P	90	ABC	SA		97	97	B	6.1	14	533	1541	567	233	650	163	306	302	301	299	683	194	385	386	328	252	84	27	124	63
	2 SAT.	4.32P	88																												
		4.30 - 5.00							A	5.1	14	446	1489	549	215^	623	143^	285^	262^	359	289^	689	259^	393	340	266^	268^	54v	LT	123^	69v
		5.00 - 5.30							A	5.0	12	437	1487	618	149^	668	149^	316^	329	347	300^	653	189^	334	281^	278^	319^	36v	LT	130^	66v
		5.30 - 6.00							A	5.6	13	489	1436	601	190^	675	138^	259^	276^	364	360	617	143^	304	261^	279^	313	41v	LT	103^	57v
ABC WIDE WORLD-SPORTS SUN						4		172	A	3.3	9	288	1781	697^	248^	849^	263^	344^	358^	380^	367^	424^	190v	230v	270^	146v	143v	279^	177v	229v	149v
	2 SUN.	4.00P	60	ABC	SA			90	B	7.3	16	638	1530	460	183	534	188	266	258	200	234	797	283	500	486	378	236	100	33	99	67
		4.00 - 4.30							A	3.0	8	262	1645	673^	260v	818^	241v	306^	370^	412^	364^	316^	191v	191v	252v	61v	64v	270v	163v	241v	164v
		4.30 - 5.00							A	3.6	9	315	1857	714^	231^	869^	275^	368^	344^	349^	371^	498^	184v	253^	281^	210v	202v	277^	184v	213v	131v
ALL NEW EWOKS						23	197	197	A	4.2	15	367	1703	529	134^	567	303^	359^	184^	122^	176^	288^	193^	283^	150^	90v	LT	106^	52v	742	366^
	SAT.	11.30A	30	ABC	CA		92	92	B	4.2	14	367	1796	389	141	445	273	353	258	129	81	323	192	273	199	97	45	197	96	831	436
ALVIN AND THE CHIPMUNKS						19	199	199	A	7.3	24	638	1676	245	112^	348	236	295	174^	86^	47v	218^	161^	204^	193^	57v	14v	179^	113^	931	531
	SAT.	10.30A	30	NBC	CA		99	99	B	7.2	24	629	1775	333	116	407	258	307	210	97	92	249	142	187	140	80	55	193	96	926	495
AMERICAN BANDSTAND						21	151	155	A	2.3	8	201	1458	274^	254^	473^	184^	219^	369^	278^	44v	543^	359^	543^	314^	184^	LT	163v	114v	279^	189^
	SAT.	1.00P	30	ABC	PC		78	79	B	2.6	8	227	1521	416	162	502	224	314	339	202	114	443	245	362	295	164	56	210	122	366	232
ATLANTA 500 AUTO RACE(S)							190		A	4.9	12	428	1586	437^	239^	456^	75v	172^	292^	341^	141v	902	266^	629^	625^	538^	225^	111v	LT	117v	68v
CONT'D																															

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ATLANTA 500 AUTO R-CONT'D																										
1 SUN. 2.00P 240 ABC SE		93																								
2.00 - 2.30				A	3.7	10	323	1591	454^	158v	454^	99v	204v	325^	306^	129v	854^	282^	632^	587^	470^	180v	78v	LT	205v	93v
2.30 - 3.00				A	4.0	11	350	1431	446^	169v	446^	73v	182v	314^	350^	132v	779^	247^	542^	525^	444^	206^	63v	LT	143v	68v
3.00 - 3.30				A	4.2	11	367	1608	444^	145v	444^	79v	222^	359^	346^	85v	933	302^	687^	670^	554^	200^	79v	LT	152v	99v
3.30 - 4.00				A	4.6	12	402	1415	356^	155v	356^	32v	134v	258^	291^	98v	821	228^	576^	580^	508^	204^	114v	LT	124v	90v
4.00 - 4.30				A	4.8	12	420	1607	432^	329^	467^	73v	174^	307^	394^	115v	906	243^	651^	643^	578^	212^	112v	LT	122v	91v
4.30 - 5.00				A	5.6	13	489	1634	456^	327^	492^	69v	149^	283^	360^	163^	918	284^	637	630	521^	248^	138v	LT	86v	53v
5.00 - 5.30				A	5.9	14	516	1671	464^	279^	493^	59v	159^	264^	361^	192^	969	269^	655	683	601	246^	141^	LT	68v	40v
5.30 - 6.00				A	6.4	14	559	1646	447^	258^	470^	109v	180^	261^	315^	172^	951	265^	622	640	572	255^	135^	LT	90v	47v
BERENSTAIN BEARS	24	194	173	A	3.2	16	280	1589	307^	50v	339^	107v	197^	108v	154^	142^	183^	80v	123v	72v	92v	60v	249^	35v	818	457^
SAT. 8.00A 30 CBS CA		95	82	B	2.6	16	227	1581	274	114	338	162	223	198	108	101	196	73	132	125	93	55	100	42	947	567
BUGS BUNNY & TWEETY SHOW	23	205	204	A	5.0	17	437	1851	495	108^	525	255^	355	240^	185^	150^	390	300^	357	207^	57v	33v	157^	86^	779	401
SAT. 11.00A 30 ABC CA		96	96	B	5.1	17	446	1787	369	167	438	273	345	259	122	81	326	197	259	180	82	63	184	90	839	453
BUSINESS WORLD	20	96	116	A	1.2	4	105	429^	77v	LT	191v	115v	115v	LT	LT	76v	238v	95v	95v	95v	LT	143v	LT	LT	LT	LT
SUN. 12.30P 30 ABC N		66	70	B	1.6	5	140	1012	505	214	585	162	250	194	165	331	339	85	133	134	101	187	LT	LT	72	62
CARE BEAR FAMILY	24	206	206	A	3.8	16	332	1557	117^	87v	150^	114^	114^	67v	36v	21v	92v	92v	92v	44v	LT	LT	33v	33v	1282	825
SAT. 8.30A 30 ABC CA		99	99	B	3.5	17	306	1685	284	133	320	185	244	199	105	66	153	66	98	74	44	55	95	63	1117	699
CBS NCAA BSKBL CHAMP PRE(S)			206	A	5.3	18	463	1443	663	212^	663	188^	324^	311^	283^	310^	583^	240^	387^	368^	205^	175^	95v	LT	102v	102v
2 SAT. 1.30P 20 CBS SC			99																							
CBS NCAA BSKBL CHAMP-SA-1	2	206	207	A	6.8	22	594	1335	463	143^	470	126^	226^	253	227^	185^	769	249	504	432	331	239	60v	11v	36v	30v
1 SAT. 12.00N 138 CBS SE		99	99	B	6.8	22	594	1335	463	143	470	126	226	253	227	185	769	249	504	432	331	239	60	11	36	30
2 SAT. 1.50P 136																										
12.00 - 12.30				A	4.6	16	402	1209	453^	197^	453^	194^	234^	199^	167v	189^	616^	164v	405^	357^	328^	167v	35v	LT	105v	60v
12.30 - 1.00				A	5.3	18	463	1257	473^	199^	473^	134v	158^	230^	237^	205^	685	201^	432^	355^	319^	243^	58v	LT	41v	22v
1.00 - 1.30				A	6.1	20	533	1394	508^	212^	529	106v	169^	262^	296^	239^	803	257^	512^	388^	336^	291^	47v	LT	15v	15v
1.30 - 2.00				A	6.4	21	559	1435	517	190^	530	117^	209^	285	254	222^	819	310	536	391	317	261	55v	LT	31v	31v
2.00 - 2.30				A	7.4	24	647	1360	466	134^	481	136^	255	272	213^	183^	763	285	511	452	297	223	57^	LT	59^	59^
2.30 - 3.00				A	7.4	24	647	1346	487	114^	487	101v	246^	260^	274^	198^	757	267^	512	458	292^	221^	53v	9v	49v	49v
3.00 - 3.30				A	7.8	25	682	1277	407	101v	407	120^	246^	245^	190^	134^	801	231^	517	472	356^	237^	57v	25v	12v	12v
3.30 - 4.00				A	9.3	29	813	1273	391	74v	391	111^	236^	225^	188^	127^	784	201^	515	487	387	236^	98^	46v	LT	LT
4.00 - 4.30				A	9.6	29	839	1241	409	114^	409	121^	247^	230^	168^	143^	760	195^	435	461	376	261^	72v	30v	LT	LT
CBS NCAA BSKBL CHAMP-SA-2	2	206	206	A	8.8	26	769	1432	408	131^	441	103^	226	225	196	172^	958	248	504	513	434	286	79^	12v	54^	40v
1 SAT. 2.17P 143 CBS SE		99	99	B	8.8	26	769	1432	408	131	441	103	226	225	196	172	858	248	504	513	434	286	79	12	54	40
2 SAT. 4.06P 114																										
2.00 - 2.30				A	6.7	22	586	1445	319^	171^	395^	60v	171^	224^	192^	163^	782	240^	457^	417^	339^	304^	169^	LT	99v	78v
2.30 - 3.00				A	7.3	24	638	1365	278^	91v	314^	54v	99v	145^	121^	158^	826	248^	483	481	373^	301^	122^	LT	103v	79v
3.00 - 3.30				A	6.7	22	586	1444	305^	160^	390^	106v	182^	209^	186^	121v	870	278^	506	543	420^	281^	73v	LT	111v	89v
3.30 - 4.00				A	6.8	21	594	1621	366^	166^	458^	99v	189^	218^	209^	197^	1008	311^	575	596	506	352^	34v	LT	121^	95v
4.00 - 4.30				A	8.6	25	752	1386	375	129^	413	97^	192	194	180^	179^	832	228	466	493	411	301	82^	12v	59^	37v
4.30 - 5.00				A	9.6	27	839	1392	421	141^	438	92^	231	220	196	184	858	251	514	502	415	286	69^	12v	27v	18v
5.00 - 5.30				A	11.5	30	1005	1412	467	121^	467	109^	277	264^	223^	162^	874	263^	557	530	475	252^	71^	23v	LT	LT
5.30 - 6.00				A	12.2	30	1066	1445	545	116^	545	158^	340	279	229^	182^	818	202^	468	504	463	265	74^	22v	8v	8v
CBS NCAA BSKBL CHAMP-SA-3(S)		207		A	8.6	21	752	1637	403	134^	464	144^	179^	146^	171^	228^	939	368^	653	554	455	225^	126^	33v	108^	93v
1 SAT. 4.40P 128 CBS SE		99																								
4.30 - 5.00				A	8.1	22	708	1688	409	126^	551	233^	271^	143^	174^	208^	986	354^	646	554	493	262^	81v	LT	70v	37v
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE (WK 1 / WK 2)	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																									
CBS NCAA BSKBL CHA-CONT'D																									
5.00 - 5.30			A	8.4	22	734	1571	308^	86v	365^	82v	106^	107^	175^	201^	1021	429	724	585	484	235^	105^	LT	80v	64v
5.30 - 6.00			A	3.5	21	743	1594	364^	128^	420	125^	152^	148^	156^	216^	940	359^	623	517	468	245^	156^	56v	78v	65v
6.00 - 6.30			A	8.9	20	778	1743	476	168^	523	185^	225^	166^	159^	242^	904	371	653	549	415	206^	149^	49v	167^	156^
6.30 - 7.00			A	9.0	19	787	1596	492	173^	492	115^	168^	182^	196^	270^	843	310^	616	594	426	180^	118^	50v	143^	132^
CBS NCAA BSKBL CHMP-SU-1(S)		207	A	8.4	23	734	1561	416	172^	445	81v	178^	164^	195^	226^	880	321^	611	501	431	239^	185^	66v	51v	42v
1 SUN. 12.00N 148 CBS SE		98																							
12.00 - 12.30			A	5.2	16	454	1476	334^	221^	426^	46v	203^	218^	247^	179^	844	359^	630	447^	379^	187^	153v	LT	53v	30v
12.30 - 1.00			A	7.2	21	629	1452	392^	156^	416^	70v	169^	180^	195^	196^	854	330^	603	456	425^	228^	145^	LT	37v	23v
1.00 - 1.30			A	8.6	24	752	1628	455	104^	472	52v	130^	122^	159^	313^	899	321^	624	482	419	262^	220^	79v	37v	29v
1.30 - 2.00			A	10.1	27	883	1579	423	176^	436	97^	174^	140^	176^	223^	911	335	633	521	433	254^	188^	95^	44v	44v
2.00 - 2.30			A	11.4	28	996	1567	412	201^	429	108^	201^	169^	209^	188^	858	286	572	542	456	233^	197^	107^	83^	70v
CBS NCAA BSKBL CHMP-SU-2(S)		208	A	9.8	26	857	1589	392	169^	405	70v	159^	213^	190^	191^	973	309^	680	615	522	258^	137^	12v	74v	57v
1 SUN. 2.27P 144 CBS SE		99																							
2.30 - 3.00			A	9.3	25	813	1588	359	90^	397	35v	132^	159^	159^	238^	980	329^	670	610	491	273^	129^	13v	82v	77v
3.00 - 3.30			A	10.0	27	874	1547	362	176^	375	73v	175^	228^	189^	147^	984	300^	676	615	554	259^	144^	8v	44v	15v
3.30 - 4.00			A	9.8	26	857	1711	458	202^	458	78v	166^	238^	209^	220^	1031	337	725	636	532	272^	123^	11v	99^	73v
4.00 - 4.30			A	9.8	25	857	1546	384	195^	384	71v	164^	221^	205^	163^	955	281^	680	612	541	247^	144^	11v	63v	44v
4.30 - 5.00			A	10.3	25	900	1538	397	182^	397	87^	149^	223^	197^	174^	912	292^	646	597	500	238^	151^	13v	78v	69v
CBS NCAA BSKBL CHMP-SU-3(S)		208	A	10.4	22	909	1582	379	152^	408	76v	154^	215^	201^	178^	946	266^	628	592	551	265^	157^	35v	71v	60v
1 SUN. 4.51P 119 CBS SE		99																							
4.30 - 5.00			A	9.7	23	848	1605	409	174^	409	119^	170^	251^	185^	158^	944	255^	654	613	567	260^	169^	26v	83v	80v
5.00 - 5.30			A	9.7	23	848	1515	294^	137^	321^	55v	106^	187^	169^	134^	1009	250^	640	586	602	321^	117^	26v	68v	68v
5.30 - 6.00			A	9.3	21	813	1558	362	150^	377	66v	139^	226^	202^	151^	944	269^	609	578	536	268^	166^	58v	71v	71v
6.00 - 6.30			A	10.8	22	944	1657	414	156^	439	78^	179^	229^	215^	192^	963	277^	659	643	570	244^	183^	32v	72v	48v
6.30 - 7.00			A	12.5	24	1093	1596	443	164^	486	84^	182^	213^	222^	237^	888	273	610	576	510	233^	154^	28v	68^	47v
CBS NCAA BSKBL CHMP PRE(S)		208	A	7.3	23	638	1359	590	217^	634	200^	386^	309^	305^	242^	648	171^	448	455	340^	174^	68v	15v	9v	9v
2 SUN. 1.30P 20 CBS SC		99																							
CBS NCAA BSKBL CHMP-SPC-1(S)		208	A	11.1	32	970	1395	497	180^	536	169^	290	280^	253^	200^	791	222^	512	519	389	232^	56v	17v	12v	12v
2 SUN. 1.50P 126 CBS SE		99																							
1.30 - 2.00			A	8.5	26	743	1367	507	196^	592	197^	347^	281^	270^	226^	701	206^	469	441	338^	211^	65v	17v	9v	9v
2.00 - 2.30			A	10.4	31	909	1408	509	196^	562	166^	307	293^	268^	215^	783	236^	519	497	382	214^	52v	10v	11v	11v
2.30 - 3.00			A	10.3	30	900	1413	513	164^	569	156^	306^	294^	273^	218^	787	198^	510	530	411	223^	45v	LT	12v	12v
3.00 - 3.30			A	11.7	33	1023	1393	481	181^	505	174^	275	269^	221^	181^	813	233^	524	550	394	233^	62v	26v	13v	13v
3.30 - 4.00			A	13.1	36	1145	1386	487	174^	501	169^	264	271	251	180^	808	219^	508	519	391	262	68^	30v	9v	9v
CBS NCAA BSKBL CHMP-SPC-2(S)		208	A	12.7	31	1110	1397	476	174^	490	137^	281	297	278	169^	822	278	522	543	355	238^	80^	27v	5v	LT
2 SUN. 3.56P 133 CBS SE		99																							
4.00 - 4.30			A	11.0	30	961	1394	454	149^	466	120^	293	324	309	129^	844	291	566	580	382	224^	84^	38v	LT	LT
4.30 - 5.00			A	11.4	29	996	1346	439	137^	454	131^	261^	285	253^	154^	826	252^	521	559	382	247^	66v	15v	LT	LT
5.00 - 5.30			A	12.7	31	1110	1367	449	206^	458	127^	247^	266	253	161^	804	299	514	529	302	231^	88^	32v	17v	17v
5.30 - 6.00			A	15.1	34	1320	1436	508	191^	520	155^	302	308	288	184^	822	277	501	524	344	251	94^	26v	LT	LT
6.00 - 6.30			A	15.4	33	1346	1486	600	181^	625	145^	335	331	312	268	798	263	497	521	396	214	41v	9v	22v	LT
CBS SPORTS SATURDAY	4	189	A	4.5	16	393	1570	829	260^	885	339^	607^	508^	341^	278^	438^	197^	344^	321^	168v	73v	43v	43v	204^	146v
2 SAT. 12.00N 90 CBS SA		95	B	4.1	12	358	1359	414	120	458	187	277	231	151	181	730	239	453	433	356	230	52	17	119	80
12.00 - 12.30			A	4.0	14	350	1697	813	342^	876	335^	640^	560^	376^	236^	475^	243^	387^	363^	169v	63v	63v	63v	283^	190v
12.30 - 1.00			A	4.3	15	376	1734	961	279^	1016	375^	703^	585^	404^	313^	455^	226^	358^	303^	147v	82v	47v	47v	216^	154v
1.00 - 1.30			A	5.2	19	454	1337	732	178^	780	307^	504^	405^	262^	276^	400^	135v	303^	304^	188^	77v	25v	25v	132v	101v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS SPORTS SUNDAY	3		182	A	4.7	17	411	1440	734	236^	769	261^	402^	368^	262^	367^	504^	129v	299^	311^	255^	193^	119v	51v	48v	44v
2 SUN. 12.00N 90 CBS SA			94	B	5.9	16	516	1804	526	170	623	197	361	357	290	235	687	259	492	466	347	157	381	159	113	79
12.00 - 12.30				A	3.7	14	323	1341	725^	226^	725^	211v	297^	297^	232^	428^	564^	109v	304^	304^	352^	260^	52v	LT	LT	LT
12.30 - 1.00				A	4.8	17	420	1455	824	288^	824	304^	486^	486^	287^	338^	431^	105v	255^	255^	202^	176^	154v	102v	46v	46v
1.00 - 1.30				A	5.7	20	498	1468	661	191^	741	256^	395^	308^	256^	346^	512^	159^	326^	355^	229^	157^	130v	40v	85v	70v
CBS STORYBREAK	12	156	148	A	3.5	12	306	1324	245^	154^	258^	196^	245^	196^	49v	LT	183^	52v	183^	153^	131^	LT	183^	43v	700	389^
SAT. 11.30A 30 CBS CL		85	74	B	3.6	11	315	1642	351	161	422	234	305	279	143	96	209	128	177	118	58	30	232	101	779	494
FACE THE NATION	22	101	108	A	2.5	9	219	1078	584^	283^	671	87v	256^	306^	343^	365^	361^	83v	138v	124v	137v	223^	LT	LT	46v	LT
SUN. 10.30A 30 CBS CC		75	78	B	3.0	10	262	1163	531	227	588	115	197	215	224	346	507	128	230	238	196	251	43	27	25	LT
FLINTSTONE KIDS 1	24	207	207	A	5.0	19	437	1407	204^	76v	261^	130^	162^	46v	73v	85^	198^	157^	177^	48v	41v	21v	131^	55v	817	478
SAT. 9.00A 30 ABC CA		99	99	B	4.4	18	385	1660	286	138	340	184	249	183	127	76	201	91	141	105	65	58	177	95	942	599
FLINTSTONE KIDS 2	24	207	207	A	5.3	19	463	1557	355	115^	407	195^	292^	175^	134^	104^	251^	169^	220^	89^	82^	31v	152^	81^	747	454
SAT. 9.30A 30 ABC CA		99	99	B	4.9	18	428	1740	299	139	353	184	264	213	141	69	219	103	160	108	80	57	192	98	976	619
FOOFUR	17	196	196	A	6.2	22	542	1504	276	153^	392	260^	355	229^	95^	37v	127^	67^	108^	78^	60v	19v	230^	88^	755	406
SAT. 11.00A 30 NBC CA		98	98	B	6.4	21	559	1878	366	145	425	274	333	224	109	83	257	132	195	149	101	52	229	98	967	527
GALAXY HIGH SCHOOL	17	182	161	A	3.7	13	323	1322	331^	244^	408^	235^	334^	266^	108v	74v	76v	41v	76v	48v	35v	LT	133^	133^	705	409^
SAT. 11.00A 30 CBS CA		95	79	B	4.6	15	402	1557	284	129	336	166	241	199	120	84	203	137	186	128	53	17	262	102	756	488
GUMMI BEARS	24	202	202	A	5.9	25	516	1512	275	96^	295	92^	183^	151^	129^	94^	247^	115^	165^	120^	50v	82^	156^	70v	814	489
SAT. 8.30A 30 NBC CA		99	99	B	4.7	23	411	1643	293	124	342	179	240	176	120	79	236	128	177	124	85	51	150	56	915	558
HEALTH SHOW	10	147	153	A	2.0	7	175	1131	492^	131v	538^	320^	366^	258^	218^	120v	188v	119v	136v	56v	34v	52v	68v	51v	337^	205v
SAT. 12.30P 30 ABC N		77	78	B	1.9	6	166	1386	493	186	574	286	355	307	174	187	351	194	237	177	100	82	108	67	353	195
HERTZ BAY HILL CLASSIC-SA(S)		193		A	3.6	10	315	1140	417^	213v	474^	73v	146v	193v	223v	281^	562^	89v	212v	130v	228^	350^	LT	LT	104v	104v
1 SAT. 4.30P 90 NBC SE		97																								
4.30 - 5.00				A	3.0	8	262	1073	589^	241v	589^	LT	126v	190v	398^	399^	377^	LT	113v	113v	171v	264v	LT	LT	107v	107v
5.00 - 5.30				A	3.6	10	315	1213	365^	264^	476^	111v	193v	225v	194v	251^	610^	121v	245^	124v	213v	365^	LT	LT	127v	127v
5.30 - 6.00				A	4.2	11	367	1128	341^	156v	390^	93v	120v	166v	122v	224^	654^	125v	253^	142v	281^	401^	LT	LT	84v	84v
HERTZ BAY HILL CLASSIC-SU(S)		199		A	5.4	13	472	1466	576^	200^	631	201^	248^	148v	145v	368^	698	78v	264^	353^	357^	345^	60v	LT	77v	17v
1 SUN. 4.00P 120 NBC SE		99																								
4.00 - 4.30				A	4.7	12	411	1377	457^	160v	522^	138v	160v	44v	142v	340^	715	89v	285^	348^	364^	367^	79v	LT	61v	LT
4.30 - 5.00				A	5.1	12	446	1435	554^	242^	608^	209^	246^	134v	129v	362^	697	76v	278^	363^	372^	334^	31v	LT	99v	LT
5.00 - 5.30				A	5.4	13	472	1494	623	199^	676	256^	310^	200^	125v	366^	697	67v	257^	369^	378^	328^	51v	LT	70v	23v
5.30 - 6.00				A	6.4	14	559	1512	637	193^	685	191^	256^	188^	177^	397^	683	77v	242^	331^	325^	352^	70v	LT	74v	40v
IT'S PUNKY BREWSTER	16	179	182	A	6.0	21	524	1502	262^	118^	364	233^	278	173^	76^	86^	78^	38v	78^	40v	40v	LT	138^	65v	922	516
SAT. 11.30A 30 NBC CA		95	95	B	6.3	20	551	1829	348	142	397	225	280	207	117	102	234	124	175	121	79	55	209	97	989	515
JACK NICKLAUS CELEBRATES(S)			151	A	1.5	4	131	1855^	847^	442v	915^	114v	114v	327v	565^	519v	779^	161v	321v	534v	503v	245v	LT	LT	161v	61v
2 SUN. 3.00P 60 ABC SC			83																							
3.00 - 3.30				A	1.6	4	140	1807^	822^	393v	886^	100v	100v	271v	535^	551^	791^	143v	271v	535^	527^	256v	LT	LT	130v	43v
3.30 - 4.00				A	1.4	4	122	1852^	851^	483v	917^	113v	113v	376v	591^	476v	747^	172v	361v	517v	467v	230v	LT	LT	188v	74v
KIDD VIDEO	21	125	146	A	3.4	12	297	1441	323^	188^	367^	182^	282^	212^	138^	67v	114v	70v	70v	27v	44v	44v	226^	74v	734	337^
SAT. 12.30P 30 NBC CA		64	80	B	3.3	11	288	1581	319	154	392	194	278	185	130	101	231	135	179	138	90	47	217	113	741	414
KISSYFUR	24	202	202	A	4.7	24	411	1285	249^	17v	275^	115^	212^	165^	160^	36v	122^	93^	122^	92^	29v	LT	121^	94^	767	445
SAT. 8.00A 30 NBC CA		99	99	B	3.6	22	315	1631	258	72	323	183	225	156	108	80	248	125	187	142	101	51	141	54	919	575

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																										
LAZER TAG ACADEMY	22	160	164	A	5.2	18	454	1577	338	152^	378	205^	273^	217^	99^	74v	130^	93^	93^	31v	37v	37v	174^	70v	895	526
SAT. 12.00N 30 NBC CA		88	88	B	4.8	16	420	1639	345	147	387	211	277	213	115	92	254	142	196	143	94	56	222	94	776	427
MEET THE PRESS	23	161	163	A	2.3	8	201	1294	583^	244^	647^	109v	224^	239^	249^	339^	612^	264^	338^	219^	184^	274^	25v	LT	LT	LT
SUN. 12.30P 30 NBC CC		94	95	B	2.7	8	236	1253	515	155	556	134	185	212	182	314	578	147	272	256	254	272	47	LT	72	45
MUPPET BABIES	24	205	204	A	5.7	21	498	1745	199^	92^	255^	105^	173^	122^	80^	82^	201^	119^	160^	83^	55v	41v	215^	70v	1074	563
SAT. 9.00A 60 CBS CA		98	97	B	4.9	19	428	1768	262	119	324	165	232	182	101	85	198	83	147	115	83	48	145	55	1101	624
9.00 - 9.30				A	5.4	21	472	1657	193^	79^	250^	90^	169^	123^	92^	81^	206^	106^	166^	85^	75v	40v	128^	80^	1073	588
9.30 - 10.00				A	6.1	22	533	1773	196^	102^	250^	115^	170^	117^	66v	80^	188^	126^	149^	78^	36v	39v	282	59v	1053	528
MUTUAL OF OMAHA SPEC(S)			179	A	4.1	9	358	1838	855	316^	928	285^	408^	367^	268^	447^	607^	173v	283^	338^	336^	269^	166v	89v	137v	115v
2 SUN. 5.00P 60 ABC DO			88																							
5.00 - 5.30				A	4.0	9	350	1843	815	317^	895	280^	414^	385^	260^	398^	623^	218^	319^	363^	306^	260^	178v	82v	147v	117v
5.30 - 6.00				A	4.3	10	376	1763	858	303^	922	279^	383^	330^	261^	477^	567^	128v	239^	301^	346^	266^	149v	90v	125v	109v
ONE TO GROW ON-8:58AM	24	200	200	A	5.7	23	498	1406	285	106^	305	95^	198^	163^	141^	89^	239^	106^	156^	112^	50v	83^	141^	71v	721	428
SAT. 8.58A 2 NBC CN		98	98	B	4.9	22	428	1591	301	126	350	180	248	176	130	80	228	123	169	117	84	53	145	58	868	520
ONE TO GROW ON-10:28AM	24	204	204	A	7.1	24	621	1675	308	118^	419	267	335	189^	114^	75^	229	157^	219^	202^	62^	10v	208^	129^	919	440
SAT. 10.28A 2 NBC CN		99	99	B	6.6	23	577	1683	367	151	426	253	315	216	119	92	256	145	197	130	91	50	175	91	826	439
ONE TO GROW ON-11:58AM	21	178	181	A	6.2	22	542	1480	258^	117^	362	236^	285	180^	74^	77^	85^	45v	85^	40v	40v	LT	156^	69^	877	498
SAT. 11.58A 2 NBC CN		94	95	B	5.9	19	516	1755	346	157	391	214	272	205	130	98	220	108	155	105	84	60	211	111	933	521
PAINE WEBBER TENNIS-SAT(S)			184	A	1.7	5	149	966^	336v	61v	416v	81v	81v	33v	66v	302v	456v	LT	107v	167v	167v	289v	34v	LT	60v	54v
2 SAT. 3.30P 90 NBC SE			93																							
3.30 - 4.00				A	1.5	5	131	1092^	245v	84v	512v	267v	267v	LT	107v	245v	428v	LT	76v	160v	160v	268v	61v	LT	91v	91v
4.00 - 4.30				A	1.7	5	149	926^	369v	41v	369v	LT	LT	40v	40v	329v	496^	LT	114v	194v	194v	302v	LT	LT	34v	34v
4.30 - 5.00				A	1.8	5	157	962^	402v	64v	402v	LT	LT	64v	64v	338v	477^	LT	127v	159v	159v	318v	LT	LT	64v	38v
PAINE WEBBER TENNIS-SUN(S)			184	A	1.9	6	166	1060^	211v	LT	284v	96v	114v	67v	73v	121v	776^	306v	517^	445^	428v	259v	LT	LT	LT	LT
2 SUN. 1.30P 150 NBC SE			94																							
1.30 - 2.00				A	1.9	6	166	1169^	398v	55v	398v	102v	205v	163v	163v	133v	771^	355v	560^	482^	319v	211v	LT	LT	LT	LT
2.00 - 2.30				A	1.5	4	131	977^	99v	LT	137v	39v	39v	45v	98v	53v	840^	367v	649^	603^	434v	191v	LT	LT	LT	LT
2.30 - 3.00				A	1.8	5	157	885^	45v	LT	45v	LT	LT	45v	45v	LT	840^	325v	579^	522^	464^	261v	LT	LT	LT	LT
3.00 - 3.30				A	2.1	6	184	1234^	283v	LT	381v	98v	98v	54v	54v	229v	853^	341v	565^	391^	474^	288v	LT	LT	LT	LT
3.30 - 4.00				A	2.1	6	184	1098^	207v	LT	430^	222v	222v	33v	33v	175v	668^	184v	320v	320v	484^	348v	LT	LT	LT	LT
PEE WEE'S PLAYHOUSE	20	205	207	A	6.5	22	568	1782	236^	196^	312	210^	278	221^	75^	34v	239^	201^	217^	164^	23v	22v	225^	102^	1006	572
SAT. 10.00A 30 CBS CL		99	99	B	5.8	20	507	1749	300	142	361	214	279	203	98	79	221	121	180	147	75	37	178	84	989	577
PLYMOUTH WOMEN'S TENNIS(S)		183		A	2.2	7	192	646^	386^	162v	386^	26v	73v	99v	334v	266v	203v	LT	LT	46v	125v	136v	LT	LT	57v	LT
1 SAT. 2.30P 120 NBC SE		94																								
2.30 - 3.00				A	2.4	8	210	857^	433^	248v	433^	90v	143v	134v	343^	223v	220v	67v	67v	28v	110v	125v	LT	LT	204v	LT
3.00 - 3.30				A	1.9	6	166	458^	272v	139v	272v	LT	LT	49v	260v	223v	186v	LT	LT	60v	120v	126v	LT	LT	LT	LT
3.30 - 4.00				A	2.1	6	184	516^	250v	60v	250v	LT	LT	44v	250v	206v	266v	LT	LT	109v	212v	157v	LT	LT	LT	LT
4.00 - 4.30				A	2.5	7	219	639^	507^	165v	507^	LT	101v	133v	420^	374^	132v	LT	LT	LT	63v	132v	LT	LT	LT	LT
POUND PUPPIES	23	206	206	A	4.6	15	402	1716	547	217^	610	332^	402	283^	154^	184^	160^	112^	122^	38v	27v	38v	128^	31v	818	470
SAT. 10.30A 30 ABC CA		97	97	B	4.5	15	393	1870	352	142	405	258	316	230	110	80	204	107	148	110	69	52	171	85	1090	654
PRO BOWLERS TOUR	11	189	190	A	4.8	14	420	1333	555	210^	603	165^	275^	184^	252^	314^	519	185^	240^	233^	186^	255^	52v	11v	159^	93^
1 SAT. 3.00P 90 ABC SE		92	92	B	5.5	15	481	1373	590	198	644	140	264	278	294	326	588	171	305	309	262	246	48	28	93	50
2 SAT. 3.00P 92																										
3.00 - 3.30				A	4.2	13	367	1343	484	185^	536	144^	256^	174^	231^	267^	512	191^	228^	220^	165^	262^	58v	LT	237^	179^
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
PRO BOWLERS TOUR-CONT'D																										
3.30 - 4.00				A	4.7	14	411	1321	530	192^	584	139^	248^	183^	257^	321^	518	175^	221^	214^	190^	277^	90^	39v	129^	54v
4.00 - 4.30				A	5.5	15	481	1351	624	249^	657	203^	302	181^	247^	343	546	201^	278^	268^	202^	239^	19v	LT	129^	64v
REAL GHOSTBUSTERS	24	203	203	A	5.1	17	446	1713	544	222^	593	310^	435	349	204^	113^	289^	202^	219^	101^	39v	70v	93^	19v	738	481
SAT. 10.00A 30 ABC CA		98	98	B	5.2	18	454	1744	299	132	361	194	258	202	137	79	227	116	168	122	75	54	225	86	931	592
SMURFS I	24	206	205	A	6.3	23	551	1532	289	111^	348	155^	250^	176^	130^	86^	308	208^	265	173^	57v	43v	106^	77^	770	405
SAT. 9.00A 30 NBC CA		99	99	B	5.6	23	489	1701	329	130	376	206	269	189	129	87	263	149	210	162	95	44	154	65	908	529
SMURFS II	24	206	206	A	6.5	23	568	1632	313	148^	379	178^	281	193^	137^	83^	300	219^	273	159^	54v	27v	124^	80^	829	437
SAT. 9.30A 30 NBC CA		99	99	B	6.2	23	542	1716	340	130	393	228	281	207	120	88	278	158	222	168	100	48	182	83	863	501
SMURFS III	24	206	206	A	7.1	24	621	1607	295	120^	409	264	328	188^	108^	70^	217^	149^	206^	192^	57v	11v	183^	103^	798	412
SAT. 10.00A 30 NBC CA		99	99	B	6.9	24	603	1678	358	156	418	250	312	215	117	86	252	146	197	132	87	49	178	88	830	448
SUNDAY MORNING	23	176	173	A	4.6	18	402	1433	659	144^	679	38v	248^	287^	379	391	493	120^	274^	254^	255^	186^	114^	28v	147^	123^
SUN. 9.00A 90 CBS N		94	95	B	4.5	18	393	1392	637	236	708	103	257	308	332	391	546	132	284	304	294	211	40	19	98	57
9.00 - 9.30				A	4.0	17	350	1514	723	171^	760	42v	286^	322^	426	429	477	103v	283^	236^	270^	174^	79v	37v	198^	163^
9.30 - 10.00				A	4.7	18	411	1499	697	119^	706	48v	294^	321^	410	385	511	145^	312^	255^	261^	178^	107^	48v	175^	136^
10.00 - 10.30				A	4.8	18	420	1398	613	158^	634	33v	192^	241^	334^	393	517	117^	248^	278^	257^	217^	154^	LT	93^	89^
TEEN WOLF	24	195	199	A	5.5	19	481	1561	149^	114^	199^	113^	163^	121^	50v	36v	223^	189^	207^	145^	18v	16v	231^	122^	908	572
SAT. 10.30A 30 CBS CA		98	98	B	5.6	19	489	1754	277	146	359	175	245	177	134	91	230	146	202	137	70	26	290	134	875	526
THIS WEEK-DAVID BRINKLEY	20	183	192	A	4.0	13	350	1283	546	106^	574	66v	89v	77v	140^	468	599	105^	219^	246^	280^	342^	95v	LT	15v	LT
SUN. 11.30A 60 ABC N		97	98	B	4.2	13	367	1195	534	135	568	79	112	138	178	415	596	100	217	244	262	337	LT	LT	21	LT
11.30 - 12.00				A	4.0	14	350	1426	590	133^	622	106^	137^	120^	154^	470	611	106^	229^	266^	305^	342^	178^	LT	15v	LT
12.00 - 12.30				A	4.1	14	358	1089	477	69v	499	22v	33v	29v	115^	448	572	100v	206^	218^	248^	335^	LT	LT	LT	LT
USF&G GOLF CLASSIC-SAT(S)			190	A	3.7	9	323	1059	551^	235^	551^	LT	118v	118v	250^	433^	412^	47v	97v	97v	80v	315^	LT	LT	96v	38v
2 SAT. 5.00P 60 NBC SE			97																							
5.00 - 5.30				A	3.3	9	288	913^	500^	219v	500^	LT	84v	84v	177v	416^	343^	LT	48v	48v	48v	295^	LT	LT	70v	24v
5.30 - 6.00				A	4.2	10	367	1131	573^	241^	573^	LT	138v	138v	300^	435^	449^	78v	128v	128v	102v	321^	LT	LT	109v	44v
USF&G GOLF CLASSIC-SUN(S)			198	A	4.1	10	358	1240	621^	231^	625^	LT	159v	257^	500^	368^	606^	94v	154v	154v	408^	452^	LT	LT	LT	LT
2 SUN. 4.00P 105 NBC SE			98																							
4.00 - 4.30				A	3.3	9	288	1399	683^	291^	683^	LT	174v	247v	517^	436^	716^	133v	279^	279^	458^	437^	LT	LT	LT	LT
4.30 - 5.00				A	3.8	10	332	1283	647^	244^	647^	LT	187v	274^	484^	373^	636^	60v	161v	161v	470^	475^	LT	LT	LT	LT
5.00 - 5.30				A	5.0	12	437	1183	601^	224^	601^	LT	151v	251^	508^	350^	582^	103v	103v	103v	380^	479^	LT	LT	LT	LT
5.30 - 6.00				A	4.3	10	376	1085	556^	157v	556^	LT	109v	258^	495^	298^	476^	90v	90v	90v	306^	386^	53v	LT	LT	LT
WILDFIRE	24	198	177	A	3.7	16	323	1430	272^	64v	322^	93v	180^	118^	109v	142^	207^	106v	143^	106v	80v	64v	52v	LT	849	477
SAT. 8.30A 30 CBS CA		97	86	B	3.2	15	280	1551	288	82	337	161	222	198	106	106	175	63	116	93	79	56	98	47	941	549
WUZZLES	23	201	201	A	3.0	15	262	1416	183^	103v	183^	100v	100v	83v	45v	58v	153^	153^	153^	134v	LT	LT	LT	LT	1080	638
SAT. 8.00A 30 ABC CA		98	98	B	2.4	15	210	1566	316	150	355	191	252	202	111	92	223	112	156	131	58	67	50	32	938	549

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. MAR.9, 1987

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					23,860 27.3											
ABC TV program					← ABC MONDAY NIGHT MOVIE STAR TREK-THE MOTION PICTURE (R)(SD) →											
AVERAGE AUDIENCE (Households (000) & %)					12,500 14.3	13.8*		14.4*		14.4*		14.9*		15.0*		13.3*
SHARE OF AUDIENCE %					22	20 *		21 *		20 *		21 *		24 *		24 *
AVG. AUD. BY ¼ HR. %					13.8	13.9	14.5	14.4	14.6	14.2	15.2	14.7	15.2	14.8	14.2	12.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,680 16.8		12,590 14.4		15,560 17.8		13,550 15.5		18,180 20.8			
CBS TV program					KATE & ALLIE (R)		MY SISTER SAM (R)(SD)		NEWHART		CAVANAUGHS (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000) & %)					12,240 14.0		11,190 12.8		13,720 15.7		11,800 13.5		14,770 16.9	17.1*		16.7*
SHARE OF AUDIENCE %					20		18		22		19		28	27 *		30 *
AVG. AUD. BY ¼ HR. %					13.7	14.4	12.8	12.7	15.3	16.1	13.2	13.9	16.8	17.4	17.1	16.3
NBC TV TOTAL AUDIENCE (Households (000) & %)					31,810 36.4								15,030 17.2			
NBC TV program					← NBC MONDAY NIGHT MOVIES RAGS TO RICHES →								← REMINGTON STEELE SPECIAL (R) →			
AVERAGE AUDIENCE (Households (000) & %)					22,110 25.3	24.3*		25.8*		26.3*		25.0*	10,660 12.2	12.6*		11.8*
SHARE OF AUDIENCE %					36	35 *		37 *		37 *		36 *	21	20 *		21 *
AVG. AUD. BY ¼ HR. %					23.8	24.8	25.7	25.8	26.1	26.4	26.6	23.4	13.3	12.0	11.6	12.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					17,310 19.8				13,550 15.5							
ABC TV program					← MACGYVER (R)(SD) →				← ABC MONDAY NIGHT MOVIE WE ARE THE CHILDREN (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					13,110 15.0	14.7*		15.3*	7,950 9.1	10.0*		9.6*		9.0*		8.0*
SHARE OF AUDIENCE %					22	22 *		22 *	14	15 *		15 *		15 *		14 *
AVG. AUD. BY ¼ HR. %					14.6	14.7	15.4	15.3	10.1	9.9	9.6	9.5	9.5	8.6	8.3	7.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					17,390 19.9		16,430 18.8		22,020 25.2		19,230 22.0		18,620 21.3			
CBS TV program					KATE & ALLIE		MY SISTER SAM (SUS-SD)		NEWHART		DESIGNING WOMEN (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000) & %)					15,300 17.5		15,300 17.5		19,140 21.9		16,870 19.3		14,600 16.7	16.9*		16.4*
SHARE OF AUDIENCE %					26		26		32		29		28	28 *		29 *
AVG. AUD. BY ¼ HR. %					17.0	18.0	17.0	18.0	21.5	22.2	19.6	18.9	17.2	16.7	16.6	16.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					16,340 18.7		15,030 17.2		22,460 25.7							
NBC TV program					ALF		VALERIE		← NBC MONDAY NIGHT MOVIES IN LOVE AND WAR →							
AVERAGE AUDIENCE (Households (000) & %)					14,860 17.0		13,720 15.7		14,600 16.7	16.7*		16.9*		16.8*		16.3*
SHARE OF AUDIENCE %					25		23		27	25 *		26 *		27 *		29 *
AVG. AUD. BY ¼ HR. %					16.9	17.1	15.4	16.0	16.7	16.8	17.1	16.7	17.0	16.6	16.7	16.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	63.3	64.4	66.3	68.0	69.2	70.0	70.2	70.2	70.6	70.6	70.1	68.9	64.0	60.8	58.0	54.4
WK. 2	61.5	63.0	64.4	66.2	67.1	67.9	67.6	68.6	68.3	67.7	66.3	65.5	62.6	59.6	57.4	55.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.MON. MAR.16, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. MAR. 10, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					21,680 24.8		21,590 24.7		22,640 25.9				13,810 15.8			
		Program					WHO'S THE BOSS? (R)		GROWING PAINS		← MOONLIGHTING (R)(SD) →				← JACK & MIKE →			
		AVERAGE AUDIENCE (Households (000) & %)					18,970 21.7		19,750 22.6		17,480 20.0	19.8*		20.1*	10,400 11.9	12.2*		11.6*
		SHARE OF AUDIENCE %					33		33		30	29 *		30 *	21	20 *		21 *
		AVG. AUD. BY ¼ HR. %					20.7	22.7	22.7	22.5	19.9	19.8	20.4	19.8	12.5	11.9	11.6	11.6
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,230 11.7				20,100 23.0							
		Program					← SPIES (SD) →				← CBS TUESDAY MOVIE TIMESTALKERS(SD) →							
		AVERAGE AUDIENCE (Households (000) & %)					7,170 8.2	8.2*		8.2*	11,190 12.8	11.3*		11.9*		13.7*		14.2*
		SHARE OF AUDIENCE %					12	12 *		12 *	21	17 *		18 *		23 *		26 *
		AVG. AUD. BY ¼ HR. %					8.4	7.9	8.2	8.2	11.3	11.3	11.7	12.1	13.5	13.8	14.4	14.0
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					25,080 28.7								16,170 18.5			
		Program					← MATLOCK (R) →								← HILL STREET BLUES →			
		AVERAGE AUDIENCE (Households (000) & %)					18,270 20.9	20.4*		21.4*		21.4*		20.5*	12,590 14.4	14.8*		14.1*
		SHARE OF AUDIENCE %					31	31 *		31 *		32 *		31 *	25	25 *		26 *
		AVG. AUD. BY ¼ HR. %					20.0	20.7	21.3	21.5	21.2	21.6	21.6	19.4	15.1	14.6	14.5	13.7
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					24,120 27.6		24,300 27.8		24,730 28.3				17,650 20.2			
		Program					WHO'S THE BOSS?		GROWING PAINS		← MOONLIGHTING (R)(SD) →				← JACK & MIKE →			
		AVERAGE AUDIENCE (Households (000) & %)					20,890 23.9		21,760 24.9		18,790 21.5	21.9*		21.2*	13,280 15.2	15.9*		14.6*
		SHARE OF AUDIENCE %					36		37		33	33 *		33 *	27	27 *		27 *
		AVG. AUD. BY ¼ HR. %					23.0	24.9	24.8	25.1	22.6	21.3	21.3	21.0	16.2	15.6	14.7	14.4
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8				15,820 18.1							
		Program					← SPIES (SD) →				← CBS TUESDAY MOVIE MURDER BY THE BOOK (SD) →							
		AVERAGE AUDIENCE (Households (000) & %)					8,040 9.2	9.3*		9.1*	8,220 9.4	9.2*		9.0*		9.5*		9.8*
		SHARE OF AUDIENCE %					14	14 *		13 *	15	14 *		14 *		16 *		18 *
		AVG. AUD. BY ¼ HR. %					9.6	8.9	9.1	9.1	9.3	9.1	8.9	9.0	9.3	9.7	9.7	9.9
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,200 25.4								16,610 19.0			
		Program					← MATLOCK (R) →								← HILL STREET BLUES →			
		AVERAGE AUDIENCE (Households (000) & %)					14,600 16.7	16.0*		16.3*		17.3*		17.2*	12,590 14.4	14.4*		14.4*
		SHARE OF AUDIENCE %					25	24 *		24 *		26 *		26 *	25	24 *		26 *
		AVG. AUD. BY ¼ HR. %					15.7	16.3	16.4	16.1	17.0	17.6	18.0	16.3	14.4	14.5	14.5	14.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.4	63.7	63.9	64.8	65.7	67.3	68.3	69.4	67.9	67.5	67.0	65.4	60.7	58.5	56.2	53.9
		WK. 2	58.1	60.3	60.9	62.5	65.2	67.1	67.2	67.9	66.4	65.4	65.7	64.7	59.8	57.8	55.7	53.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. TUE. MAR. 17, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.11, 1987

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					16,870		14,330		18,350				17,480			
					19.3		16.4		21.0				20.0			
Program					PERFECT STRANGERS (R)		HARRY (SD)		← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					14,510		12,240		14,420				13,630			
					16.6		14.0		16.5	16.1*		17.0*	15.6	15.9*		15.3*
SHARE OF AUDIENCE %					26		22		25	24 *		26 *	27	26 *		28 *
AVG. AUD. BY ¼ HR. %					16.1	17.1	14.0	14.0	15.6	16.6	16.8	17.1	16.0	15.8	15.3	15.3
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,940				24,820							
					14.8				28.4							
Program					← MAGNUM, P.I.(B) (SUS-SD) →				← HOUSTON KNIGHTS (SD) →							
AVERAGE AUDIENCE (Households (000) & %)					9,880				14,950							
					11.3	10.5*		12.0*	17.1	16.1*		16.2*		18.4*		17.5*
SHARE OF AUDIENCE %					18	16 *		18 *	28	24 *		25 *		30 *		32 *
AVG. AUD. BY ¼ HR. %					10.1	10.9	12.1	12.0	16.2	16.1	16.1	16.3	18.6	18.2	18.1	17.0
NBC TV TOTAL AUDIENCE (Households (000) & %)					21,240								9,610			
					24.3								11.0			
Program					← HIGHWAY TO HEAVEN (R) →								← NBC NEWS:NUCLEAR PWR →			
AVERAGE AUDIENCE (Households (000) & %)					12,060								5,510			
					13.8	13.1*		13.4*		14.3*		14.4*	6.3	7.1*		5.5*
SHARE OF AUDIENCE %					21	20 *		21 *		21 *		22 *	11	12 *		10 *
AVG. AUD. BY ¼ HR. %					13.5	12.7	13.1	13.6	14.1	14.5	14.5	14.3	8.0	6.2	5.6	5.4

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					15,380		13,810		18,620				16,690			
					17.6		15.8		21.3				19.1			
Program					PERFECT STRANGERS (R)		HARRY (SD)		← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000) & %)					13,200		12,060		14,680				12,760			
					15.1		13.8		16.8	16.3*		17.3*	14.6	15.3*		13.9*
SHARE OF AUDIENCE %					24		22		26	25 *		27 *	26	26 *		26 *
AVG. AUD. BY ¼ HR. %					14.3	15.9	13.7	13.9	16.2	16.5	17.0	17.6	15.9	14.8	14.0	13.8
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,250				18,270				17,220			
					16.3				20.9				19.7			
Program					← MIKE HAMMER (SUS-SD) →				← MAGNUM, P.I. (SD) →				← HOUSTON KNIGHTS →			
AVERAGE AUDIENCE (Households (000) & %)					10,580				14,070				13,810			
					12.1	11.8*		12.4*	16.1	15.2*		17.1*	15.8	15.9*		15.7*
SHARE OF AUDIENCE %					19	19 *		19 *	25	23 *		27 *	28	27 *		30 *
AVG. AUD. BY ¼ HR. %					11.6	12.0	12.6	12.2	14.8	15.5	17.0	17.2	16.1	15.6	15.8	15.7
NBC TV TOTAL AUDIENCE (Households (000) & %)					20,890				18,350		14,250		12,320			
					23.9				21.0		16.3		14.1			
Program					← HIGHWAY TO HEAVEN →				NIGHT COURT		TORTELLIS		← NBC NEWS:GREED & POWER →			
AVERAGE AUDIENCE (Households (000) & %)					16,690				16,170		12,240		8,300			
					19.1	18.1*		20.0*	18.5		14.0		9.5	9.7*		9.2*
SHARE OF AUDIENCE %					30	29 *		31 *	28		22		17	17 *		17 *
AVG. AUD. BY ¼ HR. %					17.8	18.4	19.6	20.5	18.2	18.7	14.5	13.6	9.7	9.7	9.5	9.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	58.3	59.2	61.2	63.1	63.7	64.2	64.5	65.7	66.4	66.9	66.2	65.8	61.9	59.1	56.1	53.6
WK. 2	58.1	59.3	59.5	61.5	62.4	63.9	63.6	64.4	64.5	65.5	64.0	63.7	58.9	56.9	54.4	51.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. MAR.18, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.12, 1987

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					8,650 9.9				12,760 14.6				15,910 18.2			
Program					← OUR WORLD (R) →				← COLBYS (SD) →				← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)					5,420 6.2	5.8*		6.5*	9,440 10.8	9.4*		12.2*	11,970 13.7	13.9*		13.5*
SHARE OF AUDIENCE %					9	9 *		9 *	16	14 *		18 *	22	22 *		23 *
AVG. AUD. BY ¼ HR. %					6.3	5.4	6.1	6.9	8.8	10.1	12.0	12.3	13.6	14.1	13.8	13.2
CBS TV TOTAL AUDIENCE (Households (000) & %)					9,700 11.1				11,800 13.5				17,040 19.5			
Program					← WIZARD (SD) →				← SIMON & SIMON (SD) →				← KNOTS LANDING →			
AVERAGE AUDIENCE (Households (000) & %)					6,900 7.9	7.7*		8.1*	8,910 10.2	9.4*		10.9*	14,070 16.1	15.9*		16.3*
SHARE OF AUDIENCE %					12	11 *		12 *	15	14 *		16 *	26	25 *		27 *
AVG. AUD. BY ¼ HR. %					7.9	7.4	8.1	8.1	9.2	9.6	10.6	11.2	15.7	16.2	16.6	16.1
NBC TV TOTAL AUDIENCE (Households (000) & %)					35,050 40.1		38,630 44.2				25,610 29.3		19,490 22.3			
Program					BILL COSBY SHOW		← FAMILY TIES →				CHEERS (R)		← L.A. LAW (R) →			
AVERAGE AUDIENCE (Households (000) & %)					32,080 36.7		31,550 36.1	37.3*		34.8*	22,550 25.8		15,300 17.5	18.2*		16.8*
SHARE OF AUDIENCE %					54		53	54 *		51 *	39		28	29 *		28 *
AVG. AUD. BY ¼ HR. %					35.1	38.3	36.9	37.7	36.1	33.5	26.8	24.8	19.0	17.4	17.1	16.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)							9,260 10.6		14,860 17.0				19,050 21.8			
Program					PRES. REAGAN'S NEWS CONF. (8:00-8:36PM)(SUS)(-OP)			ANALYSIS-8:36P (8:36-9:00PM)(OP)	← COLBYS (SD) →				← 20/20 →			
AVERAGE AUDIENCE (Households (000) & %)							7,690 8.8		11,190 12.8	11.5*		14.1*	13,110 15.0	15.1*		14.8*
SHARE OF AUDIENCE %							13		19	17 *		21 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %							9.1	8.7	10.5	12.5	13.7	14.5	14.3	15.9	15.3	14.3
CBS TV TOTAL AUDIENCE (Households (000) & %)							9,090 10.4		19,230 22.0							
Program					REAGAN NEWS CONF.-CBS (8:00-8:37PM)(SUS)(-OP)			REAGAN ANALYSIS-CBS (8:37-9:00PM)(SD)(OP)	← CBS NCAA BSKBL CHMP TH 1 GEORGETOWN VS KANSAS NC VS NOTRE DAME (9:00-11:17PM)(-OP) →							
AVERAGE AUDIENCE (Households (000) & %)							7,600 8.7		9,000 10.3	8.8*		10.6*		11.1*		11.3*
SHARE OF AUDIENCE %							13		16	13 *		16 *		17 *		19 *
AVG. AUD. BY ¼ HR. %							9.2	8.4	8.0	9.6	10.9	10.2	10.8	11.4	11.7	10.8
NBC TV TOTAL AUDIENCE (Households (000) & %)							34,700 39.7		28,230 32.3		27,360 31.3		22,370 25.6			
Program					REAGAN NEWS CONFERENCE (8:00-8:35PM)(SUS)(SUS-SO)(-OP)		BILL COSBY SHOW (8:41-9:11PM)(OP)(-OP)		ROOKIES SPECIAL (9:11-9:41PM)(OP)(-OP)			CHEERS (9:41-10:11PM)(OP)(-OP)		BRONX ZOO SPECIAL (10:11-11:11PM)(OP)(-OP)		
AVERAGE AUDIENCE (Households (000) & %)							28,490 32.6		25,260 28.9		22,990 26.3		16,080 18.4	18.4*		18.4*
SHARE OF AUDIENCE %							47		42		39		32	29 *		32 *
AVG. AUD. BY ¼ HR. %							26.2	31.3	30.9	29.0	25.4	26.4	18.9	18.2	17.8	19.1

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	58.1	59.4	60.5	62.8	66.8	68.6	68.2	69.2	68.7	68.6	67.0	66.3	64.5	63.0	60.9	57.7
WK. 2	57.4	59.3	61.7	64.2	66.9	68.0	67.9	68.4	69.8	68.2	67.4	66.0	64.0	61.5	59.1	55.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. MAR.19, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.13, 1987

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	(000)					13,460		16,520						10,140			
	%					15.4		18.9						11.6			
Program						WEBSTER (R)		BEACH BOYS-25YRS TOGETHER (SD)						STARMAN			
AVERAGE AUDIENCE (Households (000) & %)	(000)					11,270		9,350						7,080			
	%					12.9		10.7	11.3*		11.0*		9.8*	8.1	7.9*		8.2*
SHARE OF AUDIENCE	%					22		17	19 *		18 *		16 *	14	14 *		15 *
AVG. AUD. BY ¼ HR.	%					12.1	13.6	11.6	11.1	11.2	10.8	10.2	9.5	7.6	8.2	8.0	8.5
CBS TV TOTAL AUDIENCE (Households (000) & %)	(000)					23,510				20,010				17,920			
	%					26.9				22.9				20.5			
Program						MAGIC-DAVID COPPERFIELD (SUS-SD)				DALLAS (SD)				FALCON CREST			
AVERAGE AUDIENCE (Households (000) & %)	(000)					16,780				16,690				14,950			
	%					19.2	17.6*		20.8*	19.1	18.7*		19.4*	17.1	17.4*		16.8*
SHARE OF AUDIENCE	%					33	30 *		35 *	31	30 *		31 *	30	30 *		30 *
AVG. AUD. BY ¼ HR.	%					16.7	18.4	20.6	21.1	18.5	18.9	19.4	19.4	17.6	17.2	17.4	16.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	(000)					10,310		10,660		17,220				13,900			
	%					11.8		12.2		19.7				15.9			
Program						AMAZING STORIES SPL		AMAZING STORIES (R)		MIAMI VICE				CRIME STORY			
AVERAGE AUDIENCE (Households (000) & %)	(000)					8,480		8,570		13,460				11,540			
	%					9.7		9.8		15.4	14.6*		16.1*	13.2	13.4*		13.0*
SHARE OF AUDIENCE	%					17		16		25	23 *		26 *	23	23 *		23 *
AVG. AUD. BY ¼ HR.	%					10.6	8.8	9.4	10.3	13.9	15.3	16.0	16.2	13.7	13.1	12.8	13.3

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	(000)					12,320		13,370		15,030							
	%					14.1		15.3		17.2							
Program						CHARMINGS		WEBSTER (SD)		ABC FRIDAY NIGHT MOVIE THROUGH NAKED EYES (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)	(000)					9,960		11,800		8,130							
	%					11.4		13.5		9.3	8.6*		8.2*		10.0*		10.3*
SHARE OF AUDIENCE	%					19		22		15	14 *		13 *		17 *		18 *
AVG. AUD. BY ¼ HR.	%					11.6	11.2	13.3	13.7	9.1	8.2	8.2	8.1	9.8	10.3	10.5	10.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	(000)					12,500				20,360				20,450			
	%					14.3				23.3				23.4			
Program						BUGS BUNNY/R.RUNNER MOVIE (R)(SUS-SD)				DALLAS (SD)				CBS NCAA BSKBL CHMP FR 1 IOWA VS OKLAHOMA (INDIANA VS DUKE) (10:00-12:25AM)-(SD)			
AVERAGE AUDIENCE (Households (000) & %)	(000)					8,390				16,870				9,000			
	%					9.6	8.8*		10.4*	19.3	18.2*		20.3*	10.3	11.3*		10.4*
SHARE OF AUDIENCE	%					16	15 *		17 *	31	29 *		33 *	20	19 *		18 *
AVG. AUD. BY ¼ HR.	%					8.8	8.9	10.3	10.5	17.4	19.1	20.3	20.4	11.8	10.8	10.6	10.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	(000)					19,840		15,730		20,100				18,440			
	%					22.7		18.0		23.0				21.1			
Program						FAMILY TIES SPECIAL		AMAZING STORIES		MIAMI VICE				STINGRAY			
AVERAGE AUDIENCE (Households (000) & %)	(000)					16,870		14,070		15,120				14,510			
	%					19.3		16.1		17.3	16.7*		17.9*	16.6	16.7*		16.6*
SHARE OF AUDIENCE	%					32		26		28	27 *		29 *	29	28 *		29 *
AVG. AUD. BY ¼ HR.	%					17.9	20.7	16.0	16.1	16.3	17.1	17.5	18.2	16.5	16.9	16.6	16.5

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	53.3	54.8	56.5	57.2	57.6	58.5	59.3	60.0	61.7	62.7	62.9	62.2	58.7	57.1	56.2	54.7
	WK. 2	51.9	54.2	55.5	56.9	58.7	61.1	60.9	61.7	62.5	62.7	62.7	62.5	59.1	58.3	57.6	55.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.FRI. MAR.20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.14, 1987

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,970 13.7		11,010 12.6		13,460 15.4				10,840 12.4			
Program					SIDEKICKS (R)		SLEDGE HAMMER (R)(SD)		← OHARA (SD) →				← SPENSER: FOR HIRE →			
AVERAGE AUDIENCE (Households (000) & %)					9,880 11.3		9,530 10.9		10,230 11.7	11.1*		12.2*	8,650 9.9	10.1*		9.6*
SHARE OF AUDIENCE %					19		18		19	18 *		20 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %					11.1	11.6	10.7	11.1	10.9	11.4	12.3	12.1	10.1	10.1	9.6	9.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					16,260 18.6				17,570 20.1							
Program	CBS NCAA BSKBL CHAMP-SA-4 (6:48-7:29PM)				← CBS SPORTS SPECIAL WOMEN'S FIGURE SKATING CHAMPIONSHIPS (8:00-9:02PM)(SD)-OP)				← CBS SATURDAY MOVIE → PRISON FOR CHILDREN (9:02-11:02PM)(SD)(OP)							
AVERAGE AUDIENCE (Households (000) & %)		10.9*			11,620 13.3	12.0*		14.7*	10,140 11.6	10.0*		11.0*		12.4*		12.8*
SHARE OF AUDIENCE %		22 *			22	21 *		24 *	20	16 *		18 *		22 *		23 *
AVG. AUD. BY ¼ HR. %	11.3	10.5			11.4	12.5	14.0	15.3	10.2	9.9	10.8	11.3	12.2	12.6	12.7	12.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					14,330 16.4		16,080 18.4		23,510 26.9		18,000 20.6		17,390 19.9			
Program					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS		AMEN		← HUNTER →			
AVERAGE AUDIENCE (Households (000) & %)					12,150 13.9		14,250 16.3		20,980 24.0		16,610 19.0		14,770 16.9	16.7*		17.0*
SHARE OF AUDIENCE %					24		27		39		32		30	30 *		31 *
AVG. AUD. BY ¼ HR. %					13.2	14.6	15.6	17.1	23.6	24.4	19.1	18.9	16.5	16.9	17.0	17.0

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					11,190 12.8				12,850 14.7				11,010 12.6			
Program					← STARMAN (SD) →				← OHARA (R)(SD) →				← SPENSER: FOR HIRE →			
AVERAGE AUDIENCE (Households (000) & %)					7,950 9.1	8.4*		9.8*	9,350 10.7	10.3*		11.1*	8,740 10.0	9.6*		10.4*
SHARE OF AUDIENCE %					16	15 *		17 *	18	17 *		19 *	19	18 *		21 *
AVG. AUD. BY ¼ HR. %					8.4	8.5	9.6	10.0	10.3	10.3	11.1	11.2	9.2	10.0	10.3	10.5
CBS TV TOTAL AUDIENCE (Households (000) & %)					11,450 13.1				13,980 16.0							
Program					← OUTLAWS (SD) →				← CBS SATURDAY MOVIE → SWING SHIFT (SD)							
AVERAGE AUDIENCE (Households (000) & %)					8,130 9.3	9.1*		9.5*	7,600 8.7	7.3*		8.7*		9.2*		9.8*
SHARE OF AUDIENCE %					16	16 *		16 *	16	12 *		15 *		17 *		19 *
AVG. AUD. BY ¼ HR. %					8.8	9.4	9.8	9.2	7.4	7.3	8.7	8.7	9.2	9.2	9.7	9.8
NBC TV TOTAL AUDIENCE (Households (000) & %)					17,130 19.6		18,000 20.6		22,290 25.5		16,520 18.9		17,310 19.8			
Program					FACTS OF LIFE		227		GOLDEN GIRLS		AMEN		← HUNTER (R) →			
AVERAGE AUDIENCE (Households (000) & %)					14,950 17.1		16,340 18.7		20,360 23.3		14,680 16.8		13,370 15.3	15.6*		15.0*
SHARE OF AUDIENCE %					30		32		39		29		29	29 *		30 *
AVG. AUD. BY ¼ HR. %					16.2	17.9	18.1	19.3	23.1	23.5	16.7	16.8	16.0	15.2	14.9	15.2

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	51.3	52.6	53.8	55.4	57.7	58.9	60.5	62.4	62.3	61.9	60.1	59.6	56.6	56.1	55.0	54.3
WK. 2	49.8	51.2	53.3	54.5	56.1	57.7	57.9	58.8	59.9	59.4	57.6	56.6	54.4	52.5	50.7	50.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAR.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.14, 1987

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			1,570 1.8													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			1,570 1.8													
	SHARE OF AUDIENCE %			5													
	AVG. AUD. BY ¼ HR. %			1.8													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	Program	← CBS SATURDAY MOVIE → PRISON FOR CHILDREN (9:02-11:02PM)															
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %	11.5															
NBC TV	TOTAL AUDIENCE (Households (000) & %)			15,380 17.6													
	Program			← SAT NIGHT'S MAIN EVENT 9 (11:30-12:54AM) →													
	AVERAGE AUDIENCE (Households (000) & %)			10,140 11.6	12.7*		11.5*		10.4*								
	SHARE OF AUDIENCE %			33	32 *		33 *		35 *								
	AVG. AUD. BY ¼ HR. %			13.1	12.2	12.0	11.1	10.8	9.9								

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,360 2.7													
	Program			ABC WEEKEND REPORT-SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,190 2.5													
	SHARE OF AUDIENCE %			8													
	AVG. AUD. BY ¼ HR. %			2.5													
CBS TV	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
NBC TV	TOTAL AUDIENCE (Households (000) & %)			12,590 14.4													
	Program			← SATURDAY NIGHT → (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)			7,340 8.4	9.8*		8.0*		6.7*								
	SHARE OF AUDIENCE %			27	28 *		26 *		25 *								
	AVG. AUD. BY ¼ HR. %			10.4	9.3	8.3	7.7	6.7	6.5								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	50.6	46.3	41.2	38.7	36.1	33.6	30.4	28.1	23.3	20.7	17.8	16.0	14.4	13.2	11.8	10.9
	WK. 2	46.4	41.9	36.4	33.7	31.1	29.3	26.8	25.1	22.6	20.4	17.7	15.8	13.7	12.4	11.1	9.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAR.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.15, 1987

WEEK 1

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	16,870 19.3							
	Program	DISNEY SUNDAY MOVIE YOUNG HARRY HOUDINI (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	10,400 11.9	10.5*		11.8*		12.5*		12.6*
	SHARE OF AUDIENCE %	18	17 *		18 *		18 *		18 *
	AVG. AUD. BY ¼ HR. %	10.6	10.5	11.6	11.9	12.4	12.5	12.5	12.7
CBS TV	TOTAL AUDIENCE (Households (000) & %)	26,830 30.7				26,220 30.0			
	Program	60 MINUTES				MURDER, SHE WROTE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	20,450 23.4	22.0*		24.9*	21,590 24.7	24.4*		25.0*
	SHARE OF AUDIENCE %	37	35 *		38 *	36	36 *		35 *
	AVG. AUD. BY ¼ HR. %	20.7	23.4	24.6	25.2	24.3	24.5	25.3	24.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)	16,780 19.2				19,580 22.4			
	Program	OUR HOUSE				RAGS TO RICHES			
	AVERAGE AUDIENCE (Households (000) & %)	13,110 15.0	14.2*		15.7*	15,120 17.3	16.8*		17.7*
	SHARE OF AUDIENCE %	23	23 *		24 *	25	25 *		25 *
	AVG. AUD. BY ¼ HR. %	13.4	15.0	15.2	16.2	16.6	17.0	17.3	18.1

	TIME	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	22,990 26.3							
	Program	ABC SUNDAY NIGHT MOVIE CANNONBALL RUN II (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	14,160 16.2	16.1*		17.0*		16.9*		14.8*
	SHARE OF AUDIENCE %	24	23 *		25 *		26 *		24 *
	AVG. AUD. BY ¼ HR. %	15.8	16.5	16.9	17.0	17.3	16.5	15.5	14.1
CBS TV	TOTAL AUDIENCE (Households (000) & %)	24,910 28.5							
	Program	PEOPLE'S CHOICE AWARDS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	16,340 18.7	19.0*		19.5*		18.7*		17.8*
	SHARE OF AUDIENCE %	28	27 *		28 *		28 *		29 *
	AVG. AUD. BY ¼ HR. %	18.8	19.1	19.5	19.5	18.9	18.5	18.1	17.5
NBC TV	TOTAL AUDIENCE (Households (000) & %)	23,950 27.4							
	Program	NBC SUNDAY NIGHT MOVIE THE STEPFORD CHILDREN							
	AVERAGE AUDIENCE (Households (000) & %)	16,780 19.2	18.8*		19.3*		19.3*		19.6*
	SHARE OF AUDIENCE %	29	27 *		28 *		29 *		32 *
	AVG. AUD. BY ¼ HR. %	18.7	18.8	19.4	19.3	19.1	19.6	19.8	19.4

WEEK 2

	TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	19,050 21.8							
	Program	DISNEY SUNDAY MOVIE BEDKNOBS AND BROOMSTICKS (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	11,710 13.4	12.3*		13.6*		13.7*		14.0*
	SHARE OF AUDIENCE %	21	21 *		22 *		21 *		21 *
	AVG. AUD. BY ¼ HR. %	11.7	12.9	13.3	13.9	13.6	13.7	13.8	14.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	25,350 29.0				27,270 31.2			
	Program	60 MINUTES				MURDER, SHE WROTE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	19,050 21.8	20.5*		23.2*	22,900 26.2	26.1*		26.3*
	SHARE OF AUDIENCE %	36	35 *		37 *	39	39 *		39 *
	AVG. AUD. BY ¼ HR. %	19.6	21.3	23.0	23.5	26.0	26.3	26.5	26.2
NBC TV	TOTAL AUDIENCE (Households (000) & %)	14,510 16.6				16,960 19.4			
	Program	OUR HOUSE				RAGS TO RICHES			
	AVERAGE AUDIENCE (Households (000) & %)	10,930 12.5	11.7*		13.2*	13,020 14.9	14.2*		15.6*
	SHARE OF AUDIENCE %	20	20 *		21 *	22	21 *		23 *
	AVG. AUD. BY ¼ HR. %	11.1	12.3	13.0	13.5	13.9	14.6	15.8	15.5

	TIME	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)	20,360 23.3							
	Program	ABC SUNDAY NIGHT MOVIE ROUGH CUT (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	12,150 13.9	15.1*		14.1*		13.1*		13.1*
	SHARE OF AUDIENCE %	23	24 *		23 *		23 *		24 *
	AVG. AUD. BY ¼ HR. %	15.4	14.9	14.2	14.1	13.3	12.8	13.0	13.2
CBS TV	TOTAL AUDIENCE (Households (000) & %)	25,780 29.5							
	Program	CBS SUNDAY MOVIE DEADLY CARE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	16,260 18.6	20.6*		18.6*		17.7*		17.6*
	SHARE OF AUDIENCE %	31	32 *		30 *		31 *		32 *
	AVG. AUD. BY ¼ HR. %	20.7	20.5	19.2	18.0	17.8	17.7	18.0	17.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)	17,480 20.0							
	Program	NBC SUNDAY NIGHT MOVIE NUTCRACKER: MONEY, MADNESS, MURDER, PT.1							
	AVERAGE AUDIENCE (Households (000) & %)	10,660 12.2	12.4*		11.9*		12.1*		12.3*
	SHARE OF AUDIENCE %	20	19 *		19 *		21 *		22 *
	AVG. AUD. BY ¼ HR. %	12.9	12.0	12.0	11.9	11.8	12.4	12.5	12.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	61.0	63.8	64.7	66.2	68.0	69.0	70.0	71.1	69.9	69.3	68.7	68.3	66.5	65.0	63.3	60.3
	WK. 2	57.8	60.3	62.5	64.0	65.5	66.7	67.9	68.0	64.2	63.8	62.6	61.2	58.9	57.0	55.6	53.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAR.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.15, 1987

Week	Network	TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			1,920													
					2.2													
		Program			ABC WEEKEND REPORT-SUN.													
		AVERAGE AUDIENCE (Households (000) & %)			1,750													
					2.0													
		SHARE OF AUDIENCE %			7													
		AVG. AUD. BY ¼ HR. %			2.0													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	4,020															
			4.6															
		Program	CBS SUNDAY NEWS-OSGOOD															
		AVERAGE AUDIENCE (Households (000) & %)	4,020															
			4.6															
		SHARE OF AUDIENCE %	10															
		AVG. AUD. BY ¼ HR. %	4.6	4.3														
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			1,660													
					1.9													
		Program			G MICHAELS SPORTS MACHINE (SUSTAINING 11:45-12:00AM)													
		AVERAGE AUDIENCE (Households (000) & %)			1,490													
					1.7													
		SHARE OF AUDIENCE %			6													
		AVG. AUD. BY ¼ HR. %			1.7													
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			2,800													
					3.2													
		Program			ABC WEEKEND REPORT-SUN.													
		AVERAGE AUDIENCE (Households (000) & %)			2,800													
					3.2													
		SHARE OF AUDIENCE %			11													
		AVG. AUD. BY ¼ HR. %			3.2													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)	3,580															
			4.1															
		Program	CBS SUNDAY NEWS-OSGOOD															
		AVERAGE AUDIENCE (Households (000) & %)	3,500															
			4.0															
		SHARE OF AUDIENCE %	9															
		AVG. AUD. BY ¼ HR. %	4.0															
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			1,840													
					2.1													
		Program			G MICHAELS SPORTS MACHINE (SUSTAINING 11:45-12:00AM)													
		AVERAGE AUDIENCE (Households (000) & %)			1,750													
					2.0													
		SHARE OF AUDIENCE %			7													
		AVG. AUD. BY ¼ HR. %			2.0													
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.3	42.8	34.6	30.6	26.6	23.9	20.6	17.8	15.8	14.1	12.2	11.1	9.8	8.5	7.7	7.3
		WK. 2	45.6	39.6	33.5	29.6	25.4	23.0	20.4	18.7	16.0	14.9	13.7	12.2	10.3	9.4	9.0	7.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAR.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1987

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				5,330 6.1				4,980 5.7									
Program		GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)									
AVERAGE AUDIENCE (Households (000) & %)				4,200 4.8				3,930 4.5									
SHARE OF AUDIENCE	%			21				19									
AVG. AUD. BY ¼ HR.	%			4.7	5.0			4.7	4.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		3,150 3.6		5,160 5.9										4,200 4.8		4,370 5.0	
Program		CBS MORNING NEWS-7:00AM		MORNING PROGRAM										$25,000 PYRAMID		NEW CARD SHARKS	
AVERAGE AUDIENCE (Households (000) & %)		2,450 2.8		2,450 2.8	2.8*		2.7*		2.9*					3,500 4.0		3,760 4.3	
SHARE OF AUDIENCE	%	14		12	12 *		12 *		12 *					16		18	
AVG. AUD. BY ¼ HR.	%	2.7	2.9	2.8	2.9	2.7	2.7	2.8	3.0					3.9	4.1	4.2	4.5
NBC TV TOTAL AUDIENCE (Households (000) & %)				6,380 7.3				5,680 6.5						3,850 4.4		2,880 3.3	
Program		TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)						SALE OF THE CENTURY		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000) & %)				4,980 5.7				4,630 5.3						3,150 3.6		2,450 2.8	
SHARE OF AUDIENCE	%			25				23						15		12	
AVG. AUD. BY ¼ HR.	%			5.8	5.5			5.3	5.2					3.5	3.7	2.7	2.9

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				5,240 6.0				4,890 5.6									
Program		GOOD MORNING, AMERICA-730 (CO-OP)		(PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP)		(PARTICIPATING)									
AVERAGE AUDIENCE (Households (000) & %)				4,200 4.8				3,930 4.5									
SHARE OF AUDIENCE	%			21				19									
AVG. AUD. BY ¼ HR.	%			4.7	4.9			4.6	4.5								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,970 3.4		4,370 5.0										4,110 4.7		4,280 4.9	
Program		CBS MORNING NEWS-7:00AM		MORNING PROGRAM										$25,000 PYRAMID		NEW CARD SHARKS	
AVERAGE AUDIENCE (Households (000) & %)		2,270 2.6		2,010 2.3	2.4*		2.2*		2.3*					3,500 4.0		3,760 4.3	
SHARE OF AUDIENCE	%	13		10	10 *		9 *		10 *					17		18	
AVG. AUD. BY ¼ HR.	%	2.5	2.7	2.4	2.4	2.3	2.2	2.2	2.4					3.8	4.2	4.1	4.4
NBC TV TOTAL AUDIENCE (Households (000) & %)				6,120 7.0				6,210 7.1						3,850 4.4		2,880 3.3	
Program		TODAY SHOW-7.30AM (CO-OP)		(PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP)		(PARTICIPATING)						SALE OF THE CENTURY		BLOCKBUSTERS	
AVERAGE AUDIENCE (Households (000) & %)				4,890 5.6				4,980 5.7						3,230 3.7		2,530 2.9	
SHARE OF AUDIENCE	%			24				25						16		12	
AVG. AUD. BY ¼ HR.	%			5.7	5.5			5.9	5.6					3.7	3.8	2.8	2.9

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	15.7	18.0	19.7	21.5	22.6	23.1	23.0	22.8	23.1	23.7	24.0	24.5	24.3	24.3	23.9	24.3
	WK. 2	16.3	18.5	20.0	21.5	22.7	23.1	23.3	23.2	23.5	23.9	23.8	23.9	23.6	23.7	23.6	23.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	2,270		2,450		2,970		4,020		7,780				7,950			
	2.6		2.8		3.4		4.6		8.9				9.1			
Program	FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000) & %)	1,840		1,920		2,450		3,580		6,030				6,210			
	2.1		2.2		2.8		4.1		6.9	6.5*		7.3*	7.1	6.8*		7.4*
SHARE OF AUDIENCE %	9		9		10		14		23	21 *		24 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %	2.2	2.1	2.1	2.4	2.7	2.9	4.1	4.1	6.3	6.7	7.2	7.5	6.8	6.9	7.2	7.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,730		8,040				9,260				7,950				5,330	
	7.7		9.2				10.6				9.1				6.1	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)	5,860		6,990				7,170				6,560				4,810	
	6.7		8.0				8.2	8.0*		8.4*	7.5	7.6*		7.3*	5.5	
SHARE OF AUDIENCE %	27		31				29	29 *		29 *	25	25 *		24 *	19	
AVG. AUD. BY ¼ HR. %	6.4	7.0	7.8	8.1			7.9	8.1	8.5	8.3	7.6	7.6	7.4	7.3	5.7	5.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	7,170		5,330		3,850		3,410		7,780				6,030			
	8.2		6.1		4.4		3.9		8.9				6.9			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000) & %)	5,860		4,630		3,320		2,970		6,290				4,720			
	6.7		5.3		3.8		3.4		7.2	6.9*		7.4*	5.4	5.4*		5.5*
SHARE OF AUDIENCE %	27		21		14		12		24	23 *		24 *	18	18 *		19 *
AVG. AUD. BY ¼ HR. %	6.5	7.1	5.1	5.5	3.7	3.9	3.3	3.5	6.8	7.1	7.4	7.5	5.4	5.4	5.5	5.5
WEEK 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	2,360		2,450		3,060		3,930		7,690				8,130			
	2.7		2.8		3.5		4.5		8.8				9.3			
Program	FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000) & %)	2,010		2,010		2,450		3,410		5,940				6,210			
	2.3		2.3		2.8		3.9		6.8	6.5*		7.0*	7.1	6.8*		7.4*
SHARE OF AUDIENCE %	10		9		10		14		23	22 *		24 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %	2.2	2.3	2.2	2.4	2.8	2.9	3.7	4.0	6.3	6.8	7.0	7.0	6.6	6.9	7.3	7.5
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,470		7,430				8,830				7,690				5,420	
	7.4		8.5				10.1				8.8				6.2	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000) & %)	5,510		6,640				6,820				6,210				4,890	
	6.3		7.6				7.8	7.7*		7.8*	7.1	7.2*		6.9*	5.6	
SHARE OF AUDIENCE %	26		30				29	29 *		28 *	25	25 *		24 *	20	
AVG. AUD. BY ¼ HR. %	6.1	6.6	7.4	7.7			7.7	7.9	7.8	7.8	7.2	7.1	7.1	6.8	5.6	5.7
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,470		5,160		3,760		3,410		7,520				5,680			
	7.4		5.9		4.3		3.9		8.6				6.5			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000) & %)	5,510		4,460		3,230		2,970		5,940				4,460			
	6.3		5.1		3.7		3.4		6.8	6.6*		7.2*	5.1	5.2*		5.0*
SHARE OF AUDIENCE %	26		20		14		13		23	23 *		25 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	6.1	6.5	5.0	5.2	3.8	3.7	3.3	3.4	6.4	6.8	7.2	7.1	5.3	5.1	5.1	5.0
TV HOUSEHOLDS USING TV (See Def. 1) WK. 1	24.6	25.3	25.7	26.7	27.7	28.4	28.3	29.0	29.8	30.3	30.3	30.5	29.5	29.5	28.8	29.4
WK. 2	24.0	24.8	25.0	25.7	26.9	27.3	26.7	27.3	28.4	28.9	28.8	28.8	28.3	28.6	27.9	28.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.9-13, 1987

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,090 10.4														10,930 12.5	
Program	← GENERAL HOSPITAL →														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,080 8.1	8.0*		8.3*											9,350 10.7	
SHARE OF AUDIENCE %	26	26 *		26 *											19	
AVG. AUD. BY ¼ HR. %	7.9	8.1	8.2	8.3											10.4	11.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,990 8.0														13,280 15.2	
Program	← GUIDING LIGHT (SD)(SUS-SD) →														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,330 6.1	6.0*		6.2*											11,360 13.0	
SHARE OF AUDIENCE %	20	20 *		20 *											23	
AVG. AUD. BY ¼ HR. %	6.0	6.1	6.3	6.2											12.9	13.1
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,240 6.0														11,970 13.7	
Program	← SANTA BARBARA →				← (S)(OP) →										NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,930 4.5	4.5*		4.5*											10,490 12.0	
SHARE OF AUDIENCE %	15	15 *		14 *											22	
AVG. AUD. BY ¼ HR. %	4.6	4.4	4.5	4.6											11.8	12.1

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	9,000 10.3														10,400 11.9	
Program	← GENERAL HOSPITAL →				← (S)(OP) →										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)	7,170 8.2	8.1*		8.2*											8,650 9.9	
SHARE OF AUDIENCE %	27	28 *		27 *											18	
AVG. AUD. BY ¼ HR. %	8.0	8.2	8.2	8.2											9.7	10.2
CBS TV TOTAL AUDIENCE (Households (000) & %)	6,640 7.6														11,710 13.4	
Program	← GUIDING LIGHT (SD)(SUS-SD) →														CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)	5,240 6.0	6.0*		6.0*											9,960 11.4	
SHARE OF AUDIENCE %	20	21 *		20 *											21	
AVG. AUD. BY ¼ HR. %	6.0	5.9	6.0	6.1											11.3	11.5
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,890 5.6														12,240 14.0	
Program	← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)	3,760 4.3	4.3*		4.3*											10,580 12.1	
SHARE OF AUDIENCE %	14	15 *		14 *											22	
AVG. AUD. BY ¼ HR. %	4.2	4.3	4.2	4.4											11.9	12.4

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	30.0	31.3	32.1	33.1	33.8	35.9	37.4	39.2	41.3	43.8	45.4	48.0	51.7	54.0	55.5	57.1
WK. 2	29.4	30.7	31.5	32.5	33.3	35.4	36.5	38.5	40.4	42.4	44.3	46.5	49.5	51.9	54.1	56.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.16-20, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1987

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{					3,150 3.6		3,930 4.5		5,510 6.3		6,380 7.3		5,160 5.9		4,630 5.3	
Program						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
AVERAGE AUDIENCE (Households (000) & %)	{					2,530 2.9		3,410 3.9		4,540 5.2		5,160 5.9		4,460 5.1		4,020 4.6	
SHARE OF AUDIENCE	%					15		17		19		20		16		15	
AVG. AUD. BY ¼ HR.	%					2.8	2.9	3.6	4.2	4.7	5.7	5.8	5.9	4.8	5.3	4.7	4.5
CBS TV TOTAL AUDIENCE (Households (000) & %)	{					3,760 4.3		3,760 4.3		6,730 7.7				6,640 7.6		5,680 6.5	
Program						BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		← MUPPET BABIES →				PEE WEE'S PLAYHOUSE		TEEN WOLF	
AVERAGE AUDIENCE (Households (000) & %)	{					2,970 3.4		3,150 3.6		4,460 5.1	5.0*		5.2*	5,420 6.2		4,810 5.5	
SHARE OF AUDIENCE	%					18		15		18	19 *		18 *	20		18	
AVG. AUD. BY ¼ HR.	%					3.2	3.6	3.4	3.8	4.8	5.2	5.1	5.2	6.4	6.0	5.7	5.2
NBC TV TOTAL AUDIENCE (Households (000) & %)	{					4,720 5.4		6,120 7.0		6,640 7.6		7,080 8.1		8,040 9.2		8,130 9.3	
Program						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
AVERAGE AUDIENCE (Households (000) & %)	{					4,020 4.6		5,240 6.0		5,680 6.5		6,290 7.2		7,080 8.1		7,340 8.4	
SHARE OF AUDIENCE	%					24		26		24		25		26		27	
AVG. AUD. BY ¼ HR.	%					4.1	5.0	5.7	6.3	6.3	6.6	7.0	7.4	8.0	8.2	8.4	8.4

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	{					3,150 3.6		3,760 4.3		4,810 5.5		4,980 5.7		5,420 6.2		4,810 5.5	
Program						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
AVERAGE AUDIENCE (Households (000) & %)	{					2,710 3.1		3,150 3.6		4,110 4.7		4,110 4.7		4,370 5.0		4,020 4.6	
SHARE OF AUDIENCE	%					16		15		17		17		18		16	
AVG. AUD. BY ¼ HR.	%					3.0	3.2	3.3	3.8	4.5	5.0	4.9	4.5	4.6	5.3	4.7	4.4
CBS TV TOTAL AUDIENCE (Households (000) & %)	{					3,150 3.6		3,850 4.4		7,780 8.9				6,900 7.9		5,770 6.6	
Program						BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		← MUPPET BABIES →				PEE WEE'S PLAYHOUSE		TEEN WOLF	
AVERAGE AUDIENCE (Households (000) & %)	{					2,530 2.9		3,230 3.7		5,510 6.3	5.7*		7.0*	5,940 6.8		4,810 5.5	
SHARE OF AUDIENCE	%					15		16		24	23 *		26 *	25		20	
AVG. AUD. BY ¼ HR.	%					2.9	3.0	3.4	4.0	5.2	6.1	7.0	6.9	6.8	6.8	5.6	5.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	{					4,980 5.7		6,120 7.0		6,030 6.9		6,290 7.2		6,380 7.3		6,210 7.1	
Program						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
AVERAGE AUDIENCE (Households (000) & %)	{					4,110 4.7		4,980 5.7		5,240 6.0		5,070 5.8		5,330 6.1		5,330 6.1	
SHARE OF AUDIENCE	%					24		24		22		21		22		21	
AVG. AUD. BY ¼ HR.	%					4.1	5.3	5.6	5.8	5.9	6.0	5.8	5.8	6.2	6.0	6.1	6.1

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	11.8	13.2	15.4	18.0	19.9	21.9	24.0	25.8	26.9	28.8	29.3	30.2	31.2	31.3	30.8	30.2
	WK. 2	11.9	13.9	15.9	18.8	21.1	22.4	24.4	26.5	27.5	28.9	28.9	28.2	27.9	28.3	28.1	28.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1987

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		5,770 6.6		4,540 5.2		3,760 4.3		2,710 3.1		3,410 3.9							
		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS COUGAR, PT 1		HEALTH SHOW		AMERICAN BANDSTAND							
AVERAGE AUDIENCE (Households (000) & %)		4,720 5.4		3,850 4.4		3,060 3.5		2,010 2.3		2,450 2.8							
SHARE OF AUDIENCE	%	18		15		12		8		9							
AVG. AUD. BY ¼ HR.	%	5.3	5.4	4.5	4.3	3.4	3.5	2.4	2.3	2.7	2.9						
CBS TV TOTAL AUDIENCE (Households (000) & %)		3,760 4.3		3,930 4.5		11,450 13.1									13,200 15.1		
		GALAXY HIGH SCHOOL		CBS STORYBREAK		← CBS NCAA BSKBL CHAMP-SA-1 → INDIANA VS AUBURN ALABAMA VS NEW ORLEANS (MULTI-SEGMENT TELECAST)(-OP)									CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)(OP)		
AVERAGE AUDIENCE (Households (000) & %)		3,060 3.5		3,150 3.6		5,070 5.8	4.6*		5.3*		6.1*		6.5*		6,290 7.2		7.3*
SHARE OF AUDIENCE	%	12		12		19	16 *		18 *		20 *		22 *		22		24 *
AVG. AUD. BY ¼ HR.	%	3.6	3.4	3.6	3.7	4.8	4.4	5.1	5.6	6.0	6.1	6.4	6.6	7.2	6.6	7.3	7.4
NBC TV TOTAL AUDIENCE (Households (000) & %)		7,340 8.4		7,170 8.2		5,940 6.8		3,320 3.8								5,240 6.0	
		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO								PLYMOUTH WOMEN'S TENNIS (2:30-4:30PM)	
AVERAGE AUDIENCE (Households (000) & %)		6,560 7.5		6,030 6.9		4,980 5.7		2,620 3.0								1,920 2.2	2.4*
SHARE OF AUDIENCE	%	26		23		20		10								7	8 *
AVG. AUD. BY ¼ HR.	%	7.6	7.4	6.9	7.0	5.7	5.6	3.2	2.9							2.8	2.0

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		4,810 5.5		4,110 4.7		4,110 4.7		2,190 2.5		2,190 2.5							
		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS COUGAR, PT 2		HEALTH SHOW		AMERICAN BANDSTAND							
AVERAGE AUDIENCE (Households (000) & %)		4,020 4.6		3,410 3.9		3,320 3.8		1,490 1.7		1,570 1.8							
SHARE OF AUDIENCE	%	16		14		13		6		6							
AVG. AUD. BY ¼ HR.	%	4.4	4.8	4.0	3.8	3.8	3.8	1.8	1.6	1.7	2.0						
CBS TV TOTAL AUDIENCE (Households (000) & %)		3,850 4.4		3,580 4.1		8,220 9.4						5,330 6.1	13,630 15.6				
		GALAXY HIGH SCHOOL		CBS STORYBREAK		← CBS SPORTS SATURDAY →						(1) (-OP)	← CBS NCAA BSKBL CHAMP-SA-1 — GEORGETOWN VS PROVIDENCE (1:50-4:06PM)(OP)				
AVERAGE AUDIENCE (Households (000) & %)		3,320 3.8		2,880 3.3		3,930 4.5	4.0*		4.3*		5.2*	4,630 5.3	6,900 7.9		7.5*		7.4*
SHARE OF AUDIENCE	%	14		12		16	14 *		15 *		19 *	18	26		25 *		24 *
AVG. AUD. BY ¼ HR.	%	3.8	3.9	3.3	3.3	3.7	4.2	4.2	4.3	5.0	5.3	5.3	6.2	7.3	7.7	7.6	7.1
NBC TV TOTAL AUDIENCE (Households (000) & %)		5,070 5.8		5,240 6.0		5,160 5.9		4,200 4.8									
		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO									
AVERAGE AUDIENCE (Households (000) & %)		4,280 4.9		4,370 5.0		4,110 4.7		3,320 3.8									
SHARE OF AUDIENCE	%	17		18		17		13									
AVG. AUD. BY ¼ HR.	%	5.2	4.7	4.8	5.2	4.8	4.6	3.8	3.8								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	29.0	29.2	29.5	30.3	29.3	29.0	28.9	29.3	29.2	30.3	30.4	30.9	31.3	31.4	31.3	31.0
	WK. 2	28.2	28.2	28.4	28.2	28.1	28.2	28.2	28.6	28.3	28.3	29.2	30.0	30.7	31.7	32.3	32.0

U.S. TV Households: 87,400,000

(1)CBS NCAA BSKBL CHAMP PRE,CBS,(1:30-1:50PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.14, 1987

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,950						10,310								7,780	
TOTAL AUDIENCE (%)	9.1						11.8								8.9	
Program	← PRO BOWLERS TOUR →						← ABC WIDE WORLD-SPORTS SAT →								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000))	4,460						4,540								6,380	
AVERAGE AUDIENCE (%)	5.1	4.6*		5.0*		5.7*	5.2	5.2*		4.9*		5.6*			7.3	
SHARE OF AUDIENCE %	15	15 *		14 *		16 *	13	14 *		12 *		13 *			15	
AVG. AUD. BY ¼ HR. %	4.5	4.7	4.8	5.1	5.7	5.7	5.4	5.0	5.2	4.5	5.0	6.1			7.0	7.5
CBS TV																
TOTAL AUDIENCE (Households (000))							14,510									12,590
TOTAL AUDIENCE (%)							16.6									14.4
Program	CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (-OP) →									CBS NCAA BSKBL CHAMP-SA-3 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (OP)(-OP) →							(1) (OP)
AVERAGE AUDIENCE (Households (000))							7,520									9,180
AVERAGE AUDIENCE (%)		6.7*		6.8*		7.8*	8.6	8.1*		8.4*		8.5*		8.9*		10.5
SHARE OF AUDIENCE %		22 *		21 *		22 *	21	22 *		22 *		21 *		20 *		22
AVG. AUD. BY ¼ HR. %	6.9	6.5	6.6	7.0	7.3	8.3	7.9	8.1	8.4	8.4	8.1	8.9	8.8	8.9	9.0	9.4
NBC TV																
TOTAL AUDIENCE (Households (000))							5,590								9,960	
TOTAL AUDIENCE (%)							6.4								11.4	
Program	← PLYMOUTH WOMEN'S TENNIS (2:30-4:30PM) →						← HERTZ BAY HILL CLASSIC-SA →								NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000))							3,150								8,390	
AVERAGE AUDIENCE (%)		1.9*		2.1*		2.5*	3.6	3.0*		3.6*		4.2*			9.6	
SHARE OF AUDIENCE %		6 *		6 *		7 *	10	8 *		10 *		11 *			20	
AVG. AUD. BY ¼ HR. %	1.9	1.9	2.2	2.1	2.4	2.7	3.0	3.1	3.4	3.7	4.1	4.2			8.9	10.2

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV																
TOTAL AUDIENCE (Households (000))	7,430						10,400								7,870	
TOTAL AUDIENCE (%)	8.5						11.9								9.0	
Program	← PRO BOWLERS TOUR (3:00-4:32PM)(-OP)						← ABC WIDE WORLD-SPORTS SAT (4:32-6:00PM) (OP) →								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000))	3,930						4,540								6,640	
AVERAGE AUDIENCE (%)	4.5	3.8*		4.4*		5.3*	5.2	5.0*		5.1*		5.5*			7.6	
SHARE OF AUDIENCE %	13	12 *		13 *		15 *	13	14 *		13 *		13 *			16	
AVG. AUD. BY ¼ HR. %	3.7	3.8	4.3	4.6	5.1	5.5	4.9	5.2	5.2	5.0	5.7	5.4			7.5	7.7
CBS TV																
TOTAL AUDIENCE (Households (000))					16,690										8,300	
TOTAL AUDIENCE (%)					19.1										9.5	
Program	CBS NCAA BSKBL CHAMP-SA-1 GEORGETOWN VS PROVIDENCE (1:50-4:06PM)(-OP)				← CBS NCAA BSKBL CHAMP-SA-2 NORTH CAROLINA VS SYRACUSE (4:06-6:00PM) (OP) →										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000))					9,530										6,900	
AVERAGE AUDIENCE (%)		7.8*		9.3*	10.9	9.5*		10.2*		11.5*		12.2*			7.9	
SHARE OF AUDIENCE %		25 *		29 *	29	28 *		29 *		30 *		30 *			16	
AVG. AUD. BY ¼ HR. %	7.3	8.3	8.9	9.8	9.4	9.6	10.3	10.1	11.0	12.0	12.6	11.8			7.8	8.0
NBC TV																
TOTAL AUDIENCE (Households (000))			3,410						5,860						8,130	
TOTAL AUDIENCE (%)			3.9						6.7						9.3	
Program			← PAINE WEBBER TENNIS-SAT →						← USF&G GOLF CLASSIC-SAT →						NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000))			1,490						3,230						6,990	
AVERAGE AUDIENCE (%)			1.7	1.5*		1.7*		1.8*	3.7	3.3*		4.2*			8.0	
SHARE OF AUDIENCE %			5	5 *		5 *		5 *	9	9 *		10 *			17	
AVG. AUD. BY ¼ HR. %			1.7	1.3	1.6	1.8	1.6	2.0	3.1	3.4	3.7	4.7			8.0	7.9

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	31.0	31.9	34.1	34.9	35.9	37.3	38.0	38.6	39.8	40.8	42.2	43.9	45.6	47.7	49.4	50.6
WK. 2	31.5	32.4	33.2	34.1	34.9	35.4	35.6	37.4	39.2	40.5	42.3	44.1	46.0	48.1	48.5	49.6

U.S. TV Households: 87,400,000

(1)CBS NCAA BSKBL CHAMP-SA-4,CBS,(6:48-7:28PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.21, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 15, 1987

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										7,080 8.1						2,710 3.1	
Program										← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										4,280 4.9	4.1*		5.1*		5.3*	2,360 2.7	
SHARE OF AUDIENCE	%									19	17 *		19 *		19 *	9	
AVG. AUD. BY ¼ HR.	%									3.7	4.6	4.9	5.3	5.4	5.3	2.7	2.6
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										6,560 7.5						2,270 2.6	
Program										← SUNDAY MORNING →						FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,670 4.2	3.9*		4.3*		4.2*	1,920 2.2	
SHARE OF AUDIENCE	%									17	17 *		17 *		16 *	8	
AVG. AUD. BY ¼ HR.	%									3.6	4.3	4.4	4.2	4.0	4.5	2.3	2.2
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	8.9	11.4	13.2	14.5	17.2	19.3	20.6	22.3	23.8	25.3	27.3	28.4	28.6	29.0	28.5	28.6
WK. 2	8.0	9.8	11.6	14.0	16.4	18.2	19.7	21.4	23.6	24.9	25.4	26.4	26.0	26.1	26.3	26.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAR. 22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.15, 1987

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,590 6.4				1,310 1.5						11,970 13.7			
Program			← THIS WEEK-DAVID BRINKLEY →				BUSINESS WORLD						← ATLANTA 500 AUTO RACE (2:00-6:00PM)			
AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0	4.0*		4.0*	960 1.1						4,280 4.9	3.7*		4.0*
SHARE OF AUDIENCE %			13	13 *		12 *	4						12	10 *		11 *
AVG. AUD. BY ¼ HR. %			3.9	4.1	3.9	4.1	1.1	1.1					3.5	3.8	3.9	4.1
CBS TV TOTAL AUDIENCE (Households (000) & %)					15,730 18.0									17,390 19.9		
Program	FOR OUR TIMES (SUS)				← CBS NCAA BSKBL CHMP-SU-1 GEORGETOWN VS OHIO ST IOWA VS TEX EL PASO (MULTI-SEGMENT TELECAST)(+OP)											(1) (OP)
AVERAGE AUDIENCE (Households (000) & %)					7,340 8.4	5.2*		7.2*		8.6*		10.1*		8,570 9.8		9.3*
SHARE OF AUDIENCE %					23	16 *		21 *		24 *		27 *		26		25 *
AVG. AUD. BY ¼ HR. %					5.0	5.5	6.6	7.8	8.5	8.7	9.6	10.5	11.7	9.9	9.3	9.2
NBC TV TOTAL AUDIENCE (Households (000) & %)							2,970 3.4									
Program							MEET THE PRESS									
AVERAGE AUDIENCE (Households (000) & %)							2,010 2.3									
SHARE OF AUDIENCE %							7									
AVG. AUD. BY ¼ HR. %							2.2	2.5								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			5,070 5.8				1,310 1.5									
Program			← THIS WEEK-DAVID BRINKLEY →				BUSINESS WORLD									
AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0	4.0*		4.1*	1,140 1.3									
SHARE OF AUDIENCE %			14	15 *		15 *	5									
AVG. AUD. BY ¼ HR. %			3.7	4.2	4.3	3.9	1.3	1.3								
CBS TV TOTAL AUDIENCE (Households (000) & %)					8,910 10.2						7,340 8.4	16,690 19.1				
Program	FOR OUR TIMES (SUS)				← CBS SPORTS SUNDAY → WORLD FIGURE SKATING CHAMPIONSHIPS						(2) (+OP)	← CBS NCAA BSKBL CHMP-SPC-1 INDIANA VS LSU (1:50-3:56PM)(OP)				
AVERAGE AUDIENCE (Households (000) & %)					4,110 4.7	3.7*		4.8*		5.7*	6,380 7.3	9,700 11.1		10.4*		10.3*
SHARE OF AUDIENCE %					17	14 *		17 *		20 *	23	32		31 *		30 *
AVG. AUD. BY ¼ HR. %					3.4	4.0	4.5	5.1	5.3	6.1	7.2	8.5	10.1	10.6	10.2	10.4
NBC TV TOTAL AUDIENCE (Households (000) & %)							2,710 3.1				4,720 5.4					
Program							MEET THE PRESS				← PAINE WEBBER TENNIS-SUN (1:30-4:00PM)					
AVERAGE AUDIENCE (Households (000) & %)							2,010 2.3				1,660 1.9	1.9*		1.5*		1.8*
SHARE OF AUDIENCE %							8				6	6 *		4 *		5 *
AVG. AUD. BY ¼ HR. %							2.2	2.4			2.0	1.7	1.5	1.6	1.6	2.0

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	29.1	29.3	30.2	30.8	31.3	32.1	32.6	33.1	33.2	33.3	33.8	35.6	36.3	36.5	37.0	36.9
WK. 2	27.2	28.0	27.4	27.5	27.7	28.1	29.7	30.6	29.9	31.2	31.8	33.4	34.6	34.1	34.8	35.3

U.S. TV Households: 87,400,000

(1)CBS NCAA BSKBL CHMP-SU-2,VARIOUS TEAM AND TIMES,(MULTI-SEGMENT TELECAST)(S)

(2)CBS NCAA BSKBL CHMP PRE,CBS,(1:30-1:50PM)(S)

For explanation of symbols, See page A.

DAY SUN. MAR.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.15, 1987

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															9,000 10.3	
Program	ATLANTA 500 AUTO RACE (2:00-6:00PM)														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.2*		4.6*		4.8*		5.6*		5.9*		6.4*			7,340 8.4	
SHARE OF AUDIENCE %		11 *		12 *		12 *		13 *		14 *		14 *			16	
AVG. AUD. BY ¼ HR. %	4.0	4.4	4.7	4.4	4.5	5.2	5.4	5.8	5.7	6.1	6.2	6.6			8.1	8.6
CBS TV TOTAL AUDIENCE (Households (000) & %)								17,390 19.9								7,870 9.0
Program	CBS NCAA BSKBL CHMP-SU-2 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)(-OP)							CBS NCAA BSKBL CHMP-SU-3 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)(OP)								(1) (OP)
AVERAGE AUDIENCE (Households (000) & %)		10.0*		9.8*		9.8*		9,090 10.4		9.7*		9.3*		10.8*		8,390 9.6
SHARE OF AUDIENCE %		27 *		26 *		25 *		22		23 *		21 *		22 *		18
AVG. AUD. BY ¼ HR. %	9.7	10.4	9.7	9.8	10.0	9.5	10.4	9.7	10.0	9.3	9.2	9.4	10.4	11.2	12.3	9.6
NBC TV TOTAL AUDIENCE (Households (000) & %)					9,960 11.4										10,230 11.7	
Program					HERTZ BAY HILL CLASSIC-SU										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)					4,720 5.4	4.7*		5.1*		5.4*		6.4*			8,300 9.5	
SHARE OF AUDIENCE %					13	12 *		12 *		13 *		14 *			17	
AVG. AUD. BY ¼ HR. %					4.7	4.8	5.0	5.2	5.3	5.5	6.1	6.6			9.0	9.9

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	2,360 2.7				5,510 6.3				6,380 7.3						8,220 9.4	
Program	JACK NICKLAUS CELEBRATES				ABC WIDE WORLD-SPORTS SUN				MUTUAL OF OMAHA SPEC						ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)	1,310 1.5	1.6*		1.4*	2,880 3.3	3.0*		3.6*	3,580 4.1	4.0*		4.3*			6,730 7.7	
SHARE OF AUDIENCE %	4	4 *		4 *	9	8 *		9 *	9	9 *		10 *			15	
AVG. AUD. BY ¼ HR. %	1.6	1.6	1.3	1.5	2.8	3.2	3.5	3.7	3.8	4.2	4.0	4.5			7.4	7.9
CBS TV TOTAL AUDIENCE (Households (000) & %)				19,930 22.8									9,440 10.8			
Program	CBS NCAA BSKBL CHMP-SPC-1 INDIANA VS LSU (1:50-3:58PM)(-OP)				CBS NCAA BSKBL CHMP-SPC-2 UNLV VS IOWA (3:58-6:09PM)(OP)(-OP)								CBS EVENING NEWS-SUNDAY (OP)			
AVERAGE AUDIENCE (Households (000) & %)		11.7*		11,100 12.7		11.0*		11.4*		12.7*		15.1*	6,990 8.0			
SHARE OF AUDIENCE %		33 *		31		30 *		29 *		31 *		34 *	16			
AVG. AUD. BY ¼ HR. %	11.7	11.7	13.4	11.4	11.1	10.9	11.3	11.5	12.1	13.2	14.8	15.3	6.2	9.8		
NBC TV TOTAL AUDIENCE (Households (000) & %)					6,990 8.0										8,300 9.5	
Program	PAINE WEBBER TENNIS-SUN (1:30-4:00PM)				USF&G GOLF CLASSIC-SUN										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		2.1*		2.1*	3,580 4.1	3.3*		3.8*		5.0*	4.3*				6,820 7.8	
SHARE OF AUDIENCE %		6 *		6 *	10	9 *		10 *		12 *	10 *				15	
AVG. AUD. BY ¼ HR. %	2.0	2.1	2.1	2.1	3.2	3.4	3.7	4.0	5.0	5.0	4.3				7.4	8.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	37.1	37.7	38.6	38.9	39.5	40.9	42.2	43.7	44.4	45.6	47.1	49.1	51.9	53.5	55.0	56.9
WK. 2	36.1	36.3	36.9	36.7	37.2	38.8	39.9	41.7	43.3	44.6	45.7	47.5	49.4	50.7	52.4	54.1

U.S. TV Households: 87,400,000

1)CBS NCAA BSKBL CHMP-SU-4,CBS,(6:48-6:58PM)(S)

For explanation of symbols, See page A.

DAY SUN. MAR.22, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								9,530	10.9	9,530	10.9	16	10.9	
ABC ABC NEWSBRIEF-MON	1	9.59-10.00PM	9.45	10,310	11.8	10,310	11.8	17	11.8								
	2	9.53- 9.54PM	9.45								6,120	7.0	6,120	7.0	11	7.0	
CBS WE THE PEOPLE-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,930	12.5	10,930	12.5	19	12.5		12,320	14.1	12,320	14.1	22	14.1	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	10,660	12.2	10,660	12.2	19	12.2		11,100	12.7	11,100	12.7	20	12.7	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	11,620	13.3	11,620	13.3	20	13.3		11,450	13.1	11,450	13.1	21	13.1	
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	8,570	9.8	8,570	9.8	15	9.8		9,180	10.5	9,180	10.5	16	10.5	
CBS CBS NCAA BSKBL CHMP TH 1(S)	2	9.00-11.17PM	→GRID								19,230	22.0	9,000	10.3	16		
			11.00													9.6	
			11.15											9.4*	17*	7.6	
CBS NEWSBREAK-THU(B)	1	9.58- 9.59PM	9.45	7,170	8.2	7,170	8.2	12	8.2								
NBC BILL COSBY SHOW	2	8.41- 9.11PM	→GRID								34,700	39.7	28,490	32.6	47		
			9.00													36.7	
NBC REAGAN ANALYSIS(SUS)	2	8.35- 8.41PM	8.30														
NBC ROOMIES SPECIAL(S)	2	9.11- 9.41PM	→GRID								28,230	32.3	25,260	28.9	42		
			9.30													28.0	
NBC CHEERS	2	9.41-10.11PM	→GRID								27,360	31.3	22,990	26.3	39		
			10.00													26.6	
NBC BRONX ZOO SPECIAL(S)	2	10.11-11.11PM	→GRID								22,370	25.6	16,080	18.4	32		
			11.00											18.2*	36*	18.2	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	2	8.45- 8.46PM	8.45								10,310	11.8	10,310	11.8	19	11.8	
	1	9.06- 9.07PM	9.00	7,870	9.0	7,870	9.0	15	9.0								
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	6,900	7.9	6,900	7.9	13	7.9								
	2	9.59-10.01PM	9.45								6,990	8.0	6,730	7.7	13	7.8	
			10.00													7.7	
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45														
CBS CBS NCAA BSKBL CHMP FR 1(S)	2	10.00-12.25AM	→GRID								20,450	23.4	9,000	10.3	20		
			11.00													9.3	
			11.15											9.3*	17*	9.4	
			11.30													10.0	
			11.45											10.0*	22*	10.0	
			12.00													10.0	
			12.15											10.2*	26*	10.5	
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	7,950	9.1	7,950	9.1	15	9.1		8,130	9.3	8,130	9.3	16	9.3	
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	8,130	9.3	8,130	9.3	16	9.3		8,130	9.3	8,130	9.3	16	9.3	

 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG AUD BY ¼ HR %	TELECAST DAYS
EVENING SATURDAY-CONT'D																	
CBS CBS SPORTS SPECIAL(S)	1	8.00- 9.02PM	→GRID	16,260	18.6	11,620	13.3	22									
			9.00						12.6								
CBS SPORTSBREAK-SAT	2	8.58- 8.59PM	8.45								6,030	6.9	6,030	6.9	12	6.9	
CBS NEWSBREAK-SAT.	1	9.00- 9.01PM	9.00	8,740	10.0	8,740	10.0	16	10.0								
	2	9.45- 9.46PM	9.45								5,860	6.7	5,860	6.7	12	6.7	
CBS SPORTSBREAK-SAT	1	9.55- 9.56PM	9.45	8,300	9.5	8,300	9.5	16	9.5								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN		8.58- 8.59PM	8.45	10,140	11.6	10,140	11.6	16	11.6		11,450	13.1	11,450	13.1	19	13.1	
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	13,460	15.4	13,460	15.4	23	15.4								
	2	9.55- 9.56PM	9.45								10,400	11.9	10,400	11.9	19	11.9	
CBS SPORTSBREAK-SUN	1	8.28- 8.29PM	8.15	18,090	20.7	18,090	20.7	30	20.7								
	2	8.29- 8.30PM	8.15								19,930	22.8	19,930	22.8	34	22.8	
CBS NEWSBREAK-SUN.	2	9.50- 9.51PM	9.45								10,660	12.2	10,660	12.2	20	12.2	
	1	10.00-10.01PM	10.00	16,430	18.8	16,430	18.8	28	18.8								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30	6,470	7.4	5,240	6.0	17	6.5	M-F	5,940	6.8	4,720	5.4	16	5.9	M-F
			11.45				6.0*	17*	5.5	M-F						4.9	M-F
			12.00				5.6*	20*	5.6	TUE.						4.3	FRI.
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	7,780	8.9	7,780	8.9	13	8.9	MTUTH	7,520	8.6	7,520	8.6	13	8.6	TU&TH
CBS NEWSBREAK-M-F		>	9.45	9,880	11.3	10,140	11.6	18	11.2	MTUWF	9,260	10.6	9,260	10.6	17	10.6	MTUWF
			10.00						11.4	TU & W							
CBS CBS LATE NIGHT I		11.30-12.36AM	11.30	5,680	6.5	4,280	4.9	18	5.2	M-W	5,680	6.5	3,930	4.5	18	4.7	M-W
			11.45				5.1*	17*	4.9	M-W				4.6*	16*	4.5	M-W
			12.00						4.9	M-W						4.5	M-W
			12.15				4.7*	20*	4.6	M-W				4.5*	20*	4.4	M-W
			12.30				4.4*	23*	4.4	M-W				4.3*	23*	4.4	M-W
CBS CBS NCAA BSKBL CHAMP-FRI.(S)	1	11.30- 1.39AM	11.30	8,910	10.2	3,580	4.1	15	6.3	FRI.							
			11.45				5.8*	15*	5.3	FRI.							
			12.00						4.5	FRI.							
			12.15				4.1*	13*	3.7	FRI.							
			12.30						3.4	FRI.							
			12.45				3.4*	14*	3.3	FRI.							
			1.00						3.2	FRI.							
			1.15				3.3*	17*	3.3	FRI.							
			1.30				3.2*	19*	3.2	FRI.							
CBS CBS NCAA BSKBL CHAMP-THU.(S)	1	11.30- 1.35AM	11.30	6,990	8.0	3,150	3.6	15	5.6	THU.							
			11.45				5.0*	15*	4.3	THU.							
			12.00						4.0	THU.							
			12.15				3.8*	14*	3.7	THU.							
			12.30						3.3	THU.							
			12.45				3.1*	15*	2.8	THU.							
			1.00						2.8	THU.							
			1.15				2.7*	16*	2.6	THU.							
			1.30						2.2	THU.							
CBS CBS NCAA BSKBL CHMP TH 2(S) CONT'D	2	11.49- 1.58AM	11.45								6,470	7.4	2,880	3.3	16	4.5	THU.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP TH 2(S)-CONT'D			12.00													4.2	THU.
			12.15											3.8*	14*	3.5	THU.
			12.30													3.3	THU.
			12.45											3.1*	15*	3.0	THU.
			1.00													3.0	THU.
			1.15											3.0*	17*	2.9	THU.
			1.30													3.0	THU.
			1.45											2.9*	20*	2.8	THU.
CBS CBS LATE NIGHT II		>	12.30	3,670	4.2	2,880	3.3	20	3.6	M-W	3,500	4.0	2,710	3.1	19	3.4	M-W
			12.45				3.5*	20*	3.4	M-W				3.2*	18*	3.1	M-W
			1.00						3.2	M-W						2.9	M-W
			1.15				3.2*	22*	3.2	M-W				2.9*	20*	2.9	M-W
		VARIOUS TIMES	(SUS)														
CBS CBS NCAA BSKBL CHMP FR 2(S)	2	12.55- 3.10AM	12.45								8,040	9.2	4,540	5.2	29	5.6	FRI.
			1.00													5.5	FRI.
			1.15											5.5*	24*	5.6	FRI.
			1.30													5.8	FRI.
			1.45											5.6*	28*	5.5	FRI.
			2.00													5.5	FRI.
			2.15											5.5*	33*	5.4	FRI.
			2.30													5.2	FRI.
			2.45											4.8*	34*	4.4	FRI.
			3.00											3.1*	28*	3.1	FRI.
CBS CBS NCAA BSKBL POST-FRI.(S)	1	1.39- 1.51AM	1.30	2,190	2.5	2,190	2.5	15	2.7	FRI.							
			1.45						2.4	FRI.							
CBS CBS NCAA BSKBL POST-THU.(S)	1	1.35- 2.00AM	1.30	2,010	2.3	1,750	2.0	15	2.0	THU.							
			1.45						2.1	THU.							
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,050	1.2	1,050	1.2	12	1.2	M-THSU	960	1.1	790	.9	9	1.0	M-THSU
			2.15						1.1	M-THSU						.9	M-THSU
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	→GRID	1,220	1.4	1,140	1.3	16		M-THSU	1,310	1.5	1,140	1.3	14		M-THSU
			2.30						1.4	M-THSU						1.4	M-THSU
			2.45						1.2	M-THSU						1.3	M-THSU
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,100	2.4	1,050	1.2	20	1.4	M-THSU	1,920	2.2	960	1.1	17	1.4	M-THSU
			3.15				1.4*	19*	1.4	M-THSU				1.4*	18*	1.3	M-THSU
			3.30						1.4	M-THSU						1.3	M-THSU
			3.45				1.4*	21*	1.4	M-THSU				1.3*	19*	1.3	M-THSU
			4.00						1.3	M-THSU						1.2	M-THSU
			4.15				1.2*	20*	1.2	M-THSU				1.2*	19*	1.1	M-THSU
			4.30						1.1	M-THSU						1.1	M-THSU
			4.45				1.1*	20*	1.1	M-THSU				1.0*	17*	1.0	M-THSU
			5.00						1.1	M-THSU						1.0	M-THSU
			5.15				1.1*	20*	1.1	M-THSU				1.0*	18*	1.0	M-THSU
			5.30						1.1	M-THSU						1.0	M-THSU
			5.45				1.1*	19*	1.1	M-THSU				.9*	15*	.9	M-THSU
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,050	11.5	6,380	7.3	23	7.9	M-F	9,790	11.2	6,030	6.9	23	7.7	M-F
			11.45				7.8*	22*	7.6	M-F				7.4*	22*	7.3	M-F
			12.00						7.3	M-F						7.1	M-F

CONT'D

 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TONIGHT SHOW-CONT'D			12.15														
			12.30				6.9*	25*	6.4	M-F				6.6*	24*	6.0	M-F
														6.5*	29*	6.5	THU.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,200	4.8	3,410	3.9	19	4.1	M-TH	4,370	5.0	3,670	4.2	21	4.4	M-TH
			12.45						3.8	M-TH						4.1	M-TH
			1.00													4.9	THU.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	7,170	8.2	3,850	4.4	22	6.2	FRI.	5,330	6.1	2,800	3.2	15	4.3	FRI.
			12.45				5.6*	23*	5.0	FRI.				4.0*	16*	3.6	FRI.
			1.00						4.7	FRI.						3.5	FRI.
			1.15				4.4*	23*	4.1	FRI.				3.3*	16*	3.0	FRI.
			1.30						3.2	FRI.						2.5	FRI.
			1.45				3.1*	19*	3.0	FRI.				2.3*	13*	2.0	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	3,150	3.6	2,710	3.1	19	3.3	M-TH	3,500	4.0	2,880	3.3	20	3.7	M-TH
			1.15						2.9	M-TH						3.1	M-TH
			1.30													3.7	THU.
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,310	1.5	1,220	1.4	13	1.4	M-F	1,400	1.6	1,310	1.5	13	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,530	2.9	2,360	2.7	16	2.7	M-F	2,360	2.7	2,270	2.6	15	2.6	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,470	7.4	6,470	7.4	25	7.4	M-F	6,290	7.2	6,290	7.2	25	7.2	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								8,480	9.7	5,770	6.6	18	6.2	WED.
			4.15											6.3*	19*	6.5	WED.
			4.30													6.8	WED.
			4.45											6.8*	18*	6.9	WED.
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,570	1.8	1,220	1.4	11	1.3	M-F	1,840	2.1	1,310	1.5	12	1.4	M-F
			6.45						1.6	M-F						1.7	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,590	6.4	5,330	6.1	23	6.1	M-F	5,240	6.0	5,070	5.8	23	5.8	M-F
CBS NEWSBREAK-3.44		>	3.30	4,630	5.3	4,630	5.3	17	5.3	M-F	4,370	5.0	4,370	5.0	16	5.1	M-F
			3.45													4.8	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,110	4.7	4,110	4.7	15	4.7	MWF	4,810	5.5	4,810	5.5	18	5.5	MWF
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							THU.							THU.
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00	3,320	3.8	2,530	2.9	24	2.4	M-F	3,500	4.0	2,620	3.0	24	2.5	M-F
			6.15						3.3	M-F						3.4	M-F
NBC BEFORE HOURS		6.15- 6.30AM	6.15	520	.6	440	.5	5	.5	M-F	520	.6	440	.5	5	.5	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,110	4.7	4,110	4.7	16	4.7	MWF	3,930	4.5	3,930	4.5	16	4.5	MWF
NBC MAIN STREET 6(S)	1	4.00- 5.00PM	4.00	7,080	8.1	4,020	4.6	12	4.9	TUE.							
			4.15				4.8*	13*	4.6	TUE.							
			4.30						4.3	TUE.							
			4.45				4.4*	11*	4.4	TUE.							
DAY SATURDAY																	
ABC PRO BOWLERS TOUR	2	3.00- 4.32PM	→GRID								7,430	8.5	3,930	4.5	13		
			4.30													4.9	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														

 U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD.BY ¼ HR %	TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
CBS CBS NCAA BSKBL CHAMP-SA-1	1	12.00- 2.18PM	→GRID 2.15	11,450	13.1	5,070	5.8 7.1*	19 23*	6.9								
CBS CBS NCAA BSKBL CHAMP PRE(S)	2	1.30- 1.50PM	→GRID 1.45								5,330	6.1	4,630	5.3	18	5.3	
CBS CBS NCAA BSKBL CHAMP-SA-1	2	1.50- 4.06PM	→GRID 4.00								13,630	15.6	6,900	7.9 9.6*	26 29*	9.6	
CBS CBS NCAA BSKBL CHAMP-SA-2	1	2.17- 4.40PM	→GRID 4.30	13,200	15.1	6,290	7.2 7.9*	22 22*	7.9								
CBS CBS NCAA BSKBL CHAMP-SA-3(S)	1	4.40- 6.48PM	→GRID 6.45	14,510	16.6	7,520	8.6 9.0*	21 19*	8.7								
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,330	6.1	5,240	6.0	25	6.0		4,980	5.7	4,720	5.4	21	5.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,520	8.6	7,250	8.3	27	8.3		5,420	6.2	5,160	5.9	21	5.9	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	6,380	7.3	6,030	6.9	23	6.9		4,980	5.7	4,720	5.4	19	5.4	
DAY SUNDAY																	
CBS CBS NCAA BSKBL CHMP-SU-1(S)	1	12.00- 2.28PM	→GRID 2.15	15,730	18.0	7,340	8.4 11.4*	23 28*	10.7								
CBS CBS NCAA BSKBL CHMP PRE(S)	2	1.30- 1.50PM	→GRID 1.45								7,340	8.4	6,380	7.3	23	7.4	
CBS CBS NCAA BSKBL CHMP-SPC-1(S)	2	1.50- 3.56PM	→GRID 3.45								16,690	19.1	9,700	11.1 13.1*	32 36*	12.7	
CBS CBS NCAA BSKBL CHMP-SU-2(S)	1	2.27- 4.51PM	→GRID 4.45	17,390	19.9	8,570	9.8 10.3*	26 25*	10.1								
CBS CBS NCAA BSKBL CHMP-SPC-2(S)	2	3.56- 6.09PM	→GRID 6.00								19,930	22.8	11,100	12.7 15.4*	31 33*	15.4	
CBS CBS NCAA BSKBL CHMP-SU-3(S)	1	4.51- 6.50PM	→GRID 6.45	17,390	19.9	9,090	10.4 12.5*	22 24*	12.2								

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